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CONSUMER PURCHASES OF

SELECTED FRUITS AND JUICES

April-September 1959

**By Family
Characteristics**



CPFJ-98

U. S. DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE

PREFACE

This report summarizes data on household consumer purchases of fresh citrus fruits, canned and frozen juices, and ades during the 6-month period April-September 1959. Data for April-September 1958 are presented for comparative purposes. These data are developed from those appearing in a current series of monthly reports entitled "Consumer Purchases of Selected Fruits and Juices" and a series of quarterly reports entitled "Consumer Purchases of Selected Fruits and Juices by Regions and Retail Outlets." The purpose of this report is to provide additional information concerning buying practices of families as related to geographic region and size of city in which they live, family income, family size, age of children, occupation and education of family head, age and work status of housewife.

The "family income" classification used in this report was based on a division of family income into four quartiles in each community size within regions. For example, in the North Central region all farm families were divided into four groups of equal size, based upon a ranking of incomes. Similarly, all families in cities of under 10,000 population in the region were divided into four groups. In turn, the families in each of the other city size classifications in the region were divided into four groups. All of the families in the highest income quartiles were then combined to form the "upper income group." Those in the next highest quartile formed the "upper middle income group," etc.

In the classification of "size of community" the total population of metropolitan areas was used rather than the population within corporate city limits.

The data in this report on "average volume of purchases per buying family" are calculated by dividing total purchases of each product during the 6-month period by the total number of families making purchases at any time during the period. On the other hand, "volume of purchases per 1,000 persons" was computed by dividing total purchases by the total number of persons in the category irrespective of whether or not purchases were made by the family of which they were members.

This is the tenth in a series of reports covering selected 6-month periods beginning in October 1949. This information is collected as part of a broad marketing research program directed toward improving and expanding markets for agricultural products. The data represent estimates obtained from a nationwide consumer panel. This publication is issued by the Market Development Research Division, Agricultural Marketing Service, as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture. The funds used by the U. S. Department of Agriculture were provided under the Agricultural Marketing Act.

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April 1960

PACIFIC 12.3%

MOUNTAIN 8%

SOUTHWEST 10.5%

NORTHCENTRAL 30.0%

NORTHEAST 27.1%

SOUTH 20.1%

CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES
BY FAMILY CHARACTERISTICS

APRIL-SEPTEMBER 1959

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SUMMARY

Household purchases of citrus fruits and juices in April-September 1959 were generally larger than in the corresponding 6-month period of 1958. Oranges and grapefruit were much more plentiful than in the 1957-58 season, and the supply of lemons remained high. Frozen concentrated orange juice was produced in record volume, and production of canned grapefruit juice and canned grapefruit sections was up moderately. In contrast, production of canned orange juice dropped to a 14-year low.

Purchases of frozen concentrated orange juice by household consumers, despite a substantial gain over a year earlier, remained relatively low. Shelf-pack orangeade was bought in greater volume, but smaller purchases were reported for chilled orange juice and canned orangeade, while buying of canned orange juice was down 50 percent.

Purchases of pineapple-grapefruit drink were up 16 percent from the comparable period of 1958, canned grapefruit juice held steady, but canned grapefruit sections lost 15 percent. A heavy gain was reported for single-strength lemon juice, and a modest one for frozen concentrated lemonade. Heavier buying was reported for tomato juice, but prune juice, miscellaneous canned juices, and pineapple juice dropped 13 to 25 percent.

Retail sales of fresh oranges in April-September 1959 were 25 percent greater than a year earlier, and grapefruit rose even more. Fresh lemons, however, were bought in slightly smaller volume.

The gain in purchases over mid-1958 reflected for most products a higher proportion of families buying, as well as a larger purchase per buying family. The proportion of families that bought selected fruits and juices, except canned orange juice and the orangeades, continued to vary directly with the size of community, family income, education of the head of the family, and with the age of the housewife.

CONCENTRATED AND CHILLED JUICES, DRINKS, AND CANNED FRUIT

PURCHASES OF FROZEN
ORANGE CONCENTRATE
UP 18 PERCENT FROM
MID-1958

Household consumers bought 27.2 million gallons of frozen concentrated orange juice in the 6-month period April-September 1959. Except for the freeze year of 1958, when production of the product was low, this was the smallest midyear purchase since 1953. The gain over a year earlier was generated by a rise from 44 to 48 percent in the proportion of families buying, along

with an increase from 22 to 23.3 6-ounce cans in the buying-family purchase. With prices at 21.4 cents per can, expenditures per buying family averaged \$5.00, compared with \$5.21 a year earlier when prices were 23.7 cents. The total retail expenditure of \$124 million, however, was considerably greater than in earlier years. 1/

The proportion of families buying was up from mid-1958 in almost all geographic and socioeconomic classifications (family income, size of family, age of housewife, etc.). Many types of families also purchased in larger quantity, and per capita purchases, except for the Mountain-Southwestern region, were as much as 30 percent higher than a year earlier.

The market for frozen orange concentrate, measured by the proportion of families buying and by per capita purchases varied directly, as for most selected fruits and juices, with the size of community, amount of family income, and with the education of the head of the family. Per capita buying was substantially higher than the national average of 3.4 cans in the Northeast, in cities of 500,000 or more, and among families having such characteristics as high income, 1 or 2 members, no children, a breadwinner who had an executive-professional or clerical-sales-service position or some college education. At the other end of the scale, per capita purchases were well below average in the Southern and Mountain-Southwestern regions, in rural areas and towns of less than 10,000, and among families having low incomes, 6 or more members, or a family head with minimum education.

About 43 percent of all frozen orange concentrate purchased in mid-1959 was bought by consumers in the Northeastern States. By size of community, purchases in cities of 500,000 or more population accounted for nearly half of the total volume. Among socioeconomic classifications, 35 to 45 percent of the market was provided by families having some or all of such characteristics as high income, no children in the home, or a family head employed in an executive-professional or a clerical-sales-service position.

CHILLED ORANGE
JUICE OFF
6 PERCENT

Retail sales of chilled orange juice declined moderately from a year earlier. The proportion of families buying increased a little, but the buying-family purchase dropped from 10.8 to 9.6 quarts.

Retail prices were 42 cents per quart, 1.2 cents higher than in the preceding summer, and 7 cents higher than 2 years earlier. Buying-family expenditures averaged about \$4.03 for the 6-month period or 38 cents less than in mid-1958.

1/ Household purchases by characteristics of families buying are shown in tables 1-15. The division of households, by characteristic classification, is reported in table 16. The Bureau of the Census estimated there were 50.4 million households as of March 1958, and 51.3 million in March 1959 (Current Population Reports, Population Characteristics, Series P-20, No. 94, August 24, 1959). The civilian population was estimated at 171.4 million in July 1958, and 174.6 million in July 1959 (Current Population Reports, Population Estimates Series P-25, No. 209, December 14, 1959). The volume of purchases, by region, compared with April-September 1958 is given in table 17.

The purchase pattern for chilled orange juice was similar to that for frozen orange concentrate, with purchases heaviest in the large cities, among high-income and small families, etc. Buying, however, was more heavily concentrated in the Northeast and in cities of over 500,000 population.

Per capita purchase rates were down from mid-1958 in most classifications, with particularly sharp declines occurring among low-income families. Nonetheless, improved buying was reported for some types of families, with heavy gains observed among those having teenage children in the home, upper-middle incomes, or a family head employed in a clerical-sales-service position. Considerably heavier purchases were also reported in cities of 10,000-100,000, and in the Pacific region.

GOOD GAIN
FOR FROZEN
LEMONADE

Household purchases of frozen concentrated lemonade were 11 percent greater in mid-1959 than in the preceding summer. Buying-family purchases rose from an average of 13.4 to 14.7 6-ounce cans, but, the proportion of the Nation's families buying remained at about 35 percent. Regionally, marked gains were reported in the Northeastern and North Central States, in contrast to a drop in volume in the other parts of the Nation. The types of families providing the best market for this product were about the same as for most other citrus products.

Heavier family and per capita buying was reported for almost all socioeconomic groups. Larger-than-average per capita gains were observed among families having middle incomes, no children in the home, or a craftsman-laborer for the family head. The average buying family spent \$1.56 for frozen lemonade, 12 percent more than a year earlier. Expenditures ranged from \$1.22 for families in the lowest income quartile to \$1.74 for those in the highest income bracket.

NEARLY 4
PERCENT OF
FAMILIES BUY
LIMEADE

About 330,000 gallons of frozen concentrated limeade were bought for household use in April-September 1959. This is the only period for which characteristics of families buying have been obtained. Purchases averaged 3.8 6-ounce cans per buying family at a price of 12.8 cents per can. Geographically, the highest proportion of buying families was found in the Northeastern and North Central regions and in cities of 100,000 or more population. High-income, middle-size families and families with children in the home were among the better buyers. About 7 percent of families of executive-professionals bought, the highest proportion reported for any characteristic classification.

SHELF-PACK
ORANGEADE
HIGHEST SINCE
1955

Shelf-pack orangeade gained 6 percent from mid-1958, reflecting heavy gains in the family purchase in almost all classifications. However, most of these gains were offset by a decline in the proportion of families buying. The heaviest declines in the proportion buying were found in the North Central region, and among low-income and large families.

The best market for shelf-pack orangeade, in contrast to frozen orange concentrate, was in the more sparsely populated areas and among families of those having a high school education, or employment as a craftsman-laborer. Farmers, families with children over age 6, and retired families were also among the better buyers.

FEWER FAMILIES
BUY CANNED
ORANGEADE

Retail sales of canned single-strength orangeade were down 6 percent from a year earlier to the lowest summer volume since 1955. The reduction was attributed to a smaller proportion of families buying in all characteristic classifications, except those for teen-age children or an employed housewife. The proportions were down 2 percentage points or more in the North Central and Mountain-Southwestern regions, and in rural areas. Heavy declines also were found in large families, those having children under age 12, or a middle-aged or unemployed housewife.

As for shelf-pack orangeade, and in contrast to the purchase pattern for most other citrus products, the best market for single-strength orangeade was in rural areas and smaller cities. Low income families, older families, and families of persons having a grammar or high school education were among the best buyers of the product.

LOW DEMAND FOR
GRAPEFRUIT
SECTIONS

April-September sales of grapefruit sections were off 15 percent from the preceding summer. Buying held at the year-earlier level in the Pacific Coast States, but moderate to heavy declines were reported in other regions. Fewer families buying and a smaller size of purchase were reported for almost all classifications. The greatest declines were among the low income and the less highly educated.

CANNED SINGLE-STRENGTH JUICES

CANNED ORANGE
JUICE AT NEW
LOW

Consumers purchased less canned orange juice in mid-1959 than in any 6-month period reported in this 10-year series. Production of the juice in 1958-59 was the lowest since 1943-44, and retail prices at 44.8 cents per 46-ounce can were the highest for several years. The average per capita purchase was only half as great as a year earlier, reflecting substantially fewer families buying and smaller family purchases in all classifications.

The proportion of families buying remained substantially higher in the South than in other regions. Per capita purchases in these States and in towns of less than 10,000 were 50 percent larger than the national average of 10 ounces per person; less-than-average purchase rates were reported for most other geographic locations. The larger proportion of buying families, in contrast to the pattern for frozen orange concentrate, was found in rural areas and smaller cities, and among low-income, large, and less educated families. By occupational classification, craftsman-laborer and retired families provided a better-than-average market.

GRAPEFRUIT
JUICE STEADY

The quantity of canned grapefruit juice bought for home use, the proportion of families buying, and the size of the buying-family purchase in April-September 1959 were about the same as in the preceding summer.

A substantial regional increase was reported for the North Central area and a moderate gain for the Northeast. These gains, however, were offset by a heavy drop in the Pacific Coast States and more moderate declines in the other 2 regions. Changes from a year earlier by size of community and in most socioeconomic classifications were relatively small. Among the larger changes were losses of 1 or 2 percentage points in the proportion of buying families in the high-income brackets, with corresponding increases reported among the less well-to-do. The proportion of families buying also increased 2 or 3 percentage points among those having preschool or teenage children.

Per capita purchase of grapefruit juice by families in the low-income bracket, and by those having 1 or 2 members, no children in the home, an employed housewife, or a family head who had a grammar school education, or was employed in an executive-professional position were substantially higher than the national average. Retired or older families were also among the better buyers.

LEMON JUICE
UP SHARPLY

Purchases of lemon juice for home use in mid-1959 were the highest reported in 7 years. The quantity bought was 24 percent greater than a year earlier, reflecting good gains in the heavy-buying Northeastern and North Central States. The average buying family purchased 7.1 6-ounce cans, 0.8 more than a year earlier; the 13 percent of families that bought also was up a little. Retail prices were steady at 10.5 cents per can.

The market for lemon juice was similar to that for most other citrus products. Buying-family purchases increased in practically all classifications, with the greatest gain scored by families that had teenage children.

FAMILIES BUYING
PRUNE JUICE
UNCHANGED

Retail purchases of prune juice were down 13 percent from mid-1958. The prune crop was small and retail prices rose 9.5 cents to 43.5 cents per quart bottle. Regionally, some increase in purchases occurred in the Mountain-Southwestern and Pacific States, but these gains were more than counterbalanced by a substantial decline in the heavy-buying Northeast. Moderate declines were also reported for the North Central and Southern States.

The smaller total volume was associated with a reduction in the average purchase per buying family from 6.2 to 5.4 quarts. Reduced buying was observed in almost all socioeconomic classifications. Greater-than-average declines occurred in the classifications for upper-middle income, middle-age housewife, and families of 4 or 5 members. The proportion of the Nation's families buying remained steady at about 16.5 percent.

Per capita purchases of prune juice by retired families, older families, and those without children at home were substantially higher than the national

average of 9 ounces per person. In contrast to the pattern for frozen orange concentrate, relatively low per-person purchases were reported for families of those employed in an executive-professional position or having college training.

7-PERCENT
GAIN FOR
TOMATO JUICE

Retail sales of tomato juice gained 7 percent over mid-1958, reflecting some increase in per capita buying in almost all classifications. About 42 percent of the Nation's families bought this juice, with the average family buying 5.1 46-ounce cans in

the 6-month period. The proportion of families buying and the size of purchase have been about the same in the midyear months since the early 1950's. As for most citrus products, larger purchases were made by families having high incomes, no children in the home, an older housewife, or a family head employed in an executive-professional or a clerical-sales-service position.

HEAVY DECLINE
FOR PINEAPPLE
JUICE

Characteristics of families buying pineapple juice were obtained in the summer of 1959 for the first time since 1955. Purchases were down 24 percent from the preceding summer and 33 percent from mid-1955. The drop from 4 years earlier was linked to

a decline in the proportion of families buying from 37 to 29 percent, along with a decrease in the size of the buying family's purchase from 4.8 to 3.9 46-ounce cans. Substantially lower purchases were reported for all family classifications.

The proportion of families buying pineapple juice varied from 23 percent in the North Central States to 37 percent in the Northeast, and from 26 percent for low-income groups to 35 percent for high-income families.

MISCELLANEOUS
JUICES DOWN

The volume of miscellaneous single-strength juices bought at retail in April-September 1959 was down 13 percent from the preceding summer. Purchases averaged 3.7 46-ounce cans for the 43 percent of the

Nation's families that bought. There has been some redefinition of products included in this classification, hence purchases by family characteristics are not exactly comparable to those reported for 1958. The proportion of families buying ranged from 31 percent of Southern families to 50 percent or more of those in the Northeast and Pacific Coastal States. Per capita purchases in the two latter regions and in cities of 500,000 or more were about 50 percent greater than the national average of 22 ounces per person.

TOTAL CANNED
JUICES DOWN
15 PERCENT

The total quantity of canned single-strength juices bought for household use in April-September 1959 was 15 percent less than the volume of a year earlier. Buying-family purchases averaged 8.8 46-ounce cans, with about 81 percent of the Nation's families enjoying one or more juices during the 6-month period. The 1959 data by family

characteristics, because of changes in the definition of miscellaneous juices, are not comparable with those reported for 1958.

Purchases in the Northeast and Pacific Coast States, and in large metropolitan centers were substantially higher than the national average of 2.2 46-ounce cans per person. Per person buying rates also were higher than average among families having such characteristics as high income, no children in the home, an executive-professional or college-trained person as the family head, or a housewife employed outside the home. Per person purchases of families that had teenage children in the home were substantially larger than for families having only younger children.

FRESH CITRUS FRUIT

FRESH ORANGES UP SHARPLY

Retail sales of fresh oranges in April-September 1959 were 24 percent greater than in the same period of the preceding year. The proportion of families buying rose from 52 to 55 percent, and the average family purchase increased from 4-3/4 to 5-3/4 dozens. Buying-family expenditures, with prices at 51.1 cents per dozen, averaged \$2.99, as against \$3.08 in mid-1958, when prices were 62.9 cents. In total, however, the \$85 million spent for oranges in the 6-month period was 6 percent more than a year earlier.

Per capita purchases of oranges climbed briskly over mid-1958 in all geographic and socioeconomic classifications. Particularly heavy gains were scored in the Pacific Coast States, in cities of 100,000-500,000 population, and among families having upper-middle incomes, children of ages 6-12 in the home, or a breadwinner employed in a clerical-sales-service position.

About 67 percent of the oranges purchased were produced in California-Arizona. Buying of these oranges increased 42 percent over a year earlier, reflecting a heavier crop, and greater utilization as fresh fruit. Substantial gains were reported for all characteristic classifications.

Buying of Florida oranges was off 12 percent from mid-1958. Reductions in the proportion of families buying, and in the size of purchase were reported in practically all classifications. The crop was larger than in the preceding season, but as considerably more oranges were used for production of frozen orange concentrate, fewer were available for fresh use.

GRAPEFRUIT UP A THIRD

Household consumers bought substantially more grapefruit in the summer of 1959 than in the same period a year earlier. The crop was larger, more families bought, and the family purchase was heavier. Retail prices declined from \$1.15 to \$1.02 per dozen. Buying-family expenditures averaged \$1.74 for the 6 months, slightly more than a year earlier. And the total consumer expenditure, \$32 million, was 18 percent greater.

Heavy gains in per capita buying of grapefruit were reported for all classifications, except for the Mountain-Southwest and Pacific States, and

for families that had preschool-age children in the home. Per capita purchases of high- or low-income groups were well above the national average, and purchase rates of small or retired families were more than twice the average.

LEMONS HOLD
STEADY

The quantity of lemons bought for household use in mid-1959 was about the same as in the corresponding period of the 2 preceding years. There was some gain over mid-1958 in the Northeast and North Central

States, but buying declined moderately in the important Southern market area, and heavy declines were felt in the Mountain-Southwestern and Pacific regions. Somewhat larger family purchases were reported for many classifications, but these gains were counterbalanced by a reduction in the proportion of families buying. The greatest loss in buying families occurred in the Mountain-Southwestern and Pacific Coast States, in rural areas and smaller cities, and among families having low incomes, a head employed in a clerical-sales-service position.

LIMES ONCE
AGAIN REPORTED

Fresh limes were bought by about 3 percent of the Nation's families in April-September 1959. Purchases averaged about 10 limes per buying family. In mid-1953, when characteristics data were last secured

and when the crop was much larger, this fruit was purchased by 6 percent of the Nation's families and the average family bought a dozen limes. The proportion of families buying remained highest in the North Central and Mountain-Southwestern regions. As for most citrus, the market varied directly by size of community, family income, and education of the family head.

Table 1. CONCENTRATED AND CHILLED JUICES, DRINKS, AND CANNED FRUIT: Percentage of families buying,
April-September 1958 and 1959

Place of residence or family characteristic	Frozen concentrated juices				Chilled orange juice		Concentrated ades				Single- strength orangeade		Pine- apple- grape- fruit drink 1/		Canned grapefruit sections	
	Orange		All				Frozen lemonade		Frozen lime- ade 1/		Shelf-pack orangeade					
	1958	1959	1958	1959	1958	1959	1958	1959	1959	1958	1959	1958	1959	1959	1958	1959
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
United States.....	44.1	48.4	48.2	51.5	8.8	9.3	34.7	34.9	3.6	4.9	4.0	14.5	13.2	26.6	15.9	14.1
Geographic region:																
Northeast.....	56.2	59.5	61.2	63.8	15.4	16.2	42.6	42.3	4.0	3.8	3.6	9.5	9.3	31.9	21.0	18.7
North Central.....	44.1	48.3	48.2	51.5	6.9	6.1	36.2	39.6	4.1	7.6	5.4	19.1	17.0	28.0	17.2	15.4
South.....	29.0	35.4	32.3	36.7	6.0	7.1	18.1	16.5	2.3	1.3	1.1	13.9	13.1	17.3	6.8	5.9
Mountain-Southwest.....	40.8	43.1	45.3	47.4	3.9	4.2	33.5	30.0	2.9	5.2	4.9	15.4	12.0	22.5	7.9	7.4
Pacific.....	45.5	49.5	49.6	52.1	8.3	9.0	42.8	42.8	3.8	5.8	6.1	13.5	14.1	30.1	23.8	20.7
Size of community:																
Farm.....	22.9	24.5	24.8	26.0	3.8	2.3	14.7	16.0	1.5	5.0	4.4	17.5	15.0	17.2	9.4	6.5
City (population):																
Under 10,000.....	38.2	39.5	42.0	42.2	5.7	4.3	28.2	24.4	2.9	6.9	5.4	15.8	15.3	20.8	12.5	11.2
10,000-99,999.....	40.7	48.9	47.1	51.7	9.5	9.2	36.4	36.0	3.2	4.9	4.0	16.4	15.0	27.2	16.2	14.2
100,000-499,999.....	50.1	52.3	53.6	56.1	6.7	7.1	42.3	41.8	4.4	4.3	2.8	15.7	14.2	29.3	15.7	15.1
500,000 and over.....	57.6	59.8	62.7	63.6	15.0	16.2	44.5	43.7	4.3	3.6	3.9	10.0	9.9	31.5	22.0	18.1
Family income:																
Upper.....	57.2	62.4	61.7	66.2	10.3	13.5	46.5	44.6	6.2	4.6	4.1	14.8	13.0	30.9	20.2	18.7
Upper middle.....	46.1	53.3	50.8	56.1	8.5	9.6	37.2	40.3	4.1	4.4	4.4	14.5	13.2	29.0	14.3	13.4
Lower middle.....	40.0	44.8	44.4	47.9	9.7	7.5	33.8	33.5	3.1	4.2	4.3	15.0	13.2	25.0	11.8	11.8
Lower.....	33.0	35.0	36.3	37.9	6.9	6.9	21.5	23.1	1.1	6.1	3.5	13.5	13.3	22.0	17.0	12.9
Size of family:																
1 and 2 members.....	40.9	46.7	44.5	49.5	8.6	9.4	29.5	31.8	2.6	5.4	3.7	11.2	10.9	26.7	20.0	18.1
3 members.....	45.6	49.6	50.4	54.3	8.2	9.1	38.1	38.9	4.4	3.4	4.5	13.0	12.8	28.2	16.1	14.0
4 and 5 members.....	51.7	54.2	56.8	57.2	10.9	9.9	42.9	39.9	4.9	4.7	4.6	18.2	16.9	26.2	13.7	10.5
6 and over.....	32.8	39.2	35.3	41.1	5.4	7.6	25.2	28.5	2.5	5.8	3.5	17.7	14.3	23.8	8.0	7.3
Presence of children:																
No children.....	42.1	46.6	45.7	49.8	8.5	9.4	30.1	32.1	2.8	4.7	3.7	11.3	10.9	26.7	19.8	17.7
Under 6 years only.....	56.8	55.5	61.2	60.2	11.2	11.2	42.0	36.9	5.6	2.0	3.6	17.6	15.5	27.9	11.2	10.2
6-12 years only.....	46.8	49.1	53.2	51.8	9.7	7.3	37.0	40.3	5.4	3.2	4.8	16.5	13.9	28.2	13.5	10.9
13-17 years only.....	42.4	49.5	46.1	53.4	8.0	11.2	41.0	41.8	4.5	6.2	4.9	14.5	16.9	26.3	16.9	14.7
Multiple-age groups.....	44.3	48.5	48.7	50.9	8.8	8.0	38.3	35.8	3.2	6.1	4.4	19.0	15.7	25.2	9.9	8.4
Occupation of family head:																
Executive, professional...:	62.7	70.0	68.0	73.7	11.2	13.0	50.9	51.2	6.9	3.9	3.7	11.4	9.8	32.6	19.9	20.2
Clerical, sales, service...:	54.8	56.2	60.3	59.8	10.3	11.9	43.4	37.3	3.6	3.3	1.7	11.6	9.6	30.2	19.3	15.0
Craftsman, laborer.....:	41.3	42.0	45.5	44.8	9.6	8.9	33.9	32.8	2.7	4.8	4.2	16.4	16.0	24.3	12.7	11.2
Farmer.....	23.2	24.7	25.2	26.5	2.7	2.1	16.8	17.9	1.9	5.4	5.0	17.8	12.5	19.0	8.6	5.7
Unclassified.....	36.1	45.5	39.6	49.1	7.1	7.4	24.0	28.3	2.6	6.9	5.2	12.8	13.0	26.4	21.8	18.0
Education of family head:																
Grammar school.....	30.7	34.9	33.8	37.1	6.5	6.8	23.3	23.7	1.6	5.1	3.6	16.0	15.2	21.8	12.9	10.5
Some high school.....	48.6	51.6	53.4	55.0	10.2	10.2	38.7	38.5	3.9	4.9	4.5	14.1	13.2	28.3	17.2	14.7
Some college.....	63.3	66.1	68.4	70.5	10.7	11.9	50.7	47.9	6.4	4.3	3.8	11.9	9.5	31.5	19.7	19.6
Age of housewife:																
Under 35 years.....	47.7	51.3	53.3	55.1	10.4	9.6	39.1	35.9	4.2	3.9	3.7	16.1	14.6	24.7	8.2	8.6
35-44 years.....	47.1	50.1	52.1	53.1	8.3	8.8	40.6	40.2	3.6	4.8	4.1	17.4	14.5	27.7	12.7	12.0
45 years and over.....	41.7	46.4	45.1	49.3	8.5	9.3	30.9	32.4	3.2	5.2	4.2	12.7	12.1	26.9	19.7	17.4
Work status of housewife:																
Employed.....	44.4	49.1	48.9	52.7	9.1	11.2	35.3	36.5	4.1	4.2	3.9	12.0	13.9	28.7	17.2	15.5
Unemployed.....	44.0	48.1	48.0	51.1	8.7	8.6	34.5	34.4	3.4	5.1	4.1	15.3	12.9	25.8	15.5	13.7

1/ 1958 data not available.

Table 2. CONCENTRATED AND CHILLED JUICES, DRINKS, AND CANNED FRUIT: Average number of purchases per buying family, April-September 1958 and 1959

Place of residence or family characteristic	Frozen concentrated juices				Chilled orange juice		Concentrated ades				Single- strength orangeade		Pine- apple- grape- fruit drink 1/		Canned grapefruit sections	
	Orange		All				Frozen lemonade		Frozen lime- ade 1/		Shelf-pack orangeade					
	1958	1959	1958	1959	1958	1959	1958	1959	1959	1958	1959	1958	1959	1959	1958	1959
United States.....	7.6	7.2	8.9	8.3	9.1	8.3	3.3	3.6	1.4	2.5	3.1	2.8	2.8	2.9	3.2	2.9
Geographic region:																
Northeast.....	9.0	8.9	10.7	10.1	10.2	11.1	3.3	4.1	1.5	1.9	2.2	2.2	2.1	3.3	3.4	3.0
North Central.....	7.0	6.6	8.5	7.8	10.2	6.5	3.2	3.5	1.4	2.9	4.1	2.8	2.9	2.8	3.4	3.2
South.....	7.0	6.2	7.6	6.9	7.0	5.7	2.7	2.6	1.4	1.3	2.4	3.2	3.2	2.8	3.4	2.5
Mountain-Southwest.....	6.3	5.8	7.5	6.8	5.6	3.9	3.7	3.7	1.7	3.1	3.0	3.0	2.7	2.8	3.1	2.5
Pacific.....	6.0	5.7	7.1	6.6	4.0	4.5	4.0	3.2	1.3	3.1	3.0	2.9	2.5	2.6	2.5	2.5
Size of community:																
Farm.....	5.5	5.7	6.2	6.5	3.5	4.1	2.8	2.9	1.3	2.9	3.9	2.9	3.0	3.0	2.9	2.8
City (population):																
Under 10,000.....	6.2	6.4	7.1	7.1	8.1	6.0	2.8	3.1	1.5	3.4	4.5	3.2	2.9	2.8	3.3	3.3
10,000-99,999.....	7.1	6.2	7.9	7.0	5.2	7.3	3.2	3.2	1.5	2.2	2.2	2.7	3.4	2.8	3.1	2.6
100,000-499,999.....	6.9	6.9	8.5	8.3	9.5	6.1	3.1	3.5	1.4	2.4	2.6	3.0	2.9	3.0	2.9	2.5
500,000 and over.....	8.4	8.2	10.1	9.5	9.8	9.7	3.6	4.1	1.5	2.1	2.5	2.5	2.0	3.0	3.2	3.2
Family income:																
Upper.....	9.2	8.0	10.8	9.2	9.7	7.4	3.5	3.9	1.4	2.2	3.1	2.8	2.7	3.1	3.4	2.9
Upper middle.....	7.8	7.0	9.5	8.2	8.7	9.9	3.6	3.6	1.3	3.3	2.4	2.7	2.6	3.3	3.0	2.5
Lower middle.....	7.3	7.2	8.4	8.3	9.1	9.8	3.1	3.6	1.5	3.3	3.7	3.1	2.7	2.6	3.4	3.2
Lower.....	5.7	6.2	6.8	7.1	8.9	6.5	3.5	3.2	1.4	2.1	3.6	2.6	3.0	2.5	3.3	3.2
Size of family:																
1 and 2 members.....	6.6	6.7	7.6	7.6	8.3	6.7	3.2	3.4	1.5	2.4	3.9	2.2	2.6	2.8	3.4	3.3
3 members.....	8.0	7.1	9.3	8.1	10.2	8.5	3.5	3.4	1.2	3.0	2.9	2.6	2.3	3.0	2.8	2.4
4 and 5 members.....	8.9	8.1	10.7	9.5	10.3	10.5	3.7	4.0	1.5	3.2	3.1	3.3	3.2	2.9	3.4	2.8
6 and over.....	8.8	8.3	10.4	9.7	7.0	8.8	3.8	4.0	1.6	2.4	3.4	3.8	3.1	3.7	2.1	2.7
Presence of children:																
No children.....	7.0	6.8	8.2	7.8	9.1	6.9	3.2	3.4	1.4	2.5	3.6	2.3	2.6	2.8	3.5	3.2
Under 6 years only.....	6.6	6.1	7.9	7.0	6.7	7.7	3.0	3.7	1.1	4.3	2.7	1.9	2.2	2.7	2.2	2.1
6-12 years only.....	8.0	7.5	9.2	8.7	9.4	10.6	3.4	3.2	1.5	2.6	3.0	3.1	3.1	3.5	3.7	3.4
13-17 years only.....	10.5	8.7	11.9	9.7	9.4	8.9	4.4	4.3	1.5	3.1	3.5	3.2	3.1	2.5	2.6	2.8
Multiple-age groups.....	8.4	8.2	10.3	9.8	10.1	11.6	3.6	4.0	1.5	2.8	3.1	3.8	3.1	3.3	2.5	2.4
Occupation of family head:																
Executive, professional..	9.1	8.1	10.7	9.3	10.0	7.4	3.7	4.1	1.6	2.3	2.4	2.8	2.7	3.1	3.3	3.0
Clerical, sales, service..	8.3	7.8	9.8	8.9	8.7	11.5	3.1	3.5	1.5	2.5	2/	2.3	2.2	2.5	3.2	2.5
Craftsman, laborer.....	6.7	7.0	7.8	8.2	8.8	8.9	3.1	3.4	1.2	2.7	2.9	3.0	2.8	3.1	3.1	2.6
Farmer.....	5.4	5.3	6.7	6.4	2.1	3.6	3.7	3.5	1.8	2.9	4.0	2.7	3.3	3.3	2.6	3.9
Unclassified.....	6.9	5.9	8.0	6.7	8.7	5.3	3.6	3.3	1.3	2.8	3.9	2.5	2.6	2.6	3.5	3.5
Education of family head:																
Grammar school.....	6.6	6.4	7.5	7.1	9.5	6.4	3.1	3.1	1.2	2.6	3.5	3.2	2.9	2.6	3.4	3.3
Some high school.....	7.8	7.6	9.1	8.8	8.8	9.1	3.2	3.5	1.5	2.7	3.1	2.6	2.7	3.0	3.3	3.1
Some college.....	7.7	7.2	9.7	8.5	8.7	8.9	3.6	4.1	1.4	2.0	2.5	2.2	2.4	3.1	2.6	2.2
Age of housewife:																
Under 35 years.....	6.2	6.0	7.5	7.1	7.6	7.1	3.1	3.6	1.2	3.2	3.3	2.4	2.4	3.0	2.3	1.7
35-44 years.....	8.4	8.4	10.1	9.9	8.9	10.7	3.6	3.7	1.6	2.1	2.2	3.6	3.2	3.3	2.6	2.3
45 years and over.....	7.8	7.3	9.1	8.2	9.8	7.9	3.3	3.5	1.5	2.6	3.4	2.5	2.7	2.7	3.7	3.4
Work status of housewife:																
Employed.....	7.5	6.8	8.7	8.0	8.9	6.9	3.5	3.4	1.4	2.2	3.3	2.6	2.4	2.9	2.8	2.6
Unemployed.....	7.6	7.3	9.0	8.4	9.1	8.9	3.3	3.7	1.4	2.6	3.1	2.8	2.9	2.9	3.4	3.1

1/ 1958 data not available.

2/ Not available.

Table 3. CONCENTRATED AND CHILLED JUICES, DRINKS, AND CANNED FRUIT: Average volume of purchases per buying family, April-September 1958 and 1959 ^{1/}

Place of residence or family characteristic	Frozen concentrated juices				Chilled orange juice	Concentrated ades						Single- strength orangeade	Pine- apple- grape- fruit drink 2/	Canned grapefruit sections		
	Orange		All			Frozen lemonade		Frozen lime- ade 2/		Shelf-pack orangeade						
	1958	1959	1958	1959	1958	1959	1958	1959	1959	1958	1959	1958	1959	1959	1958	1959
	6-oz. cans	6-oz. cans	6-oz. cans	6-oz. cans	Quart car- tons	Quart car- tons	6-oz. cans	6-oz. cans	6-oz. cans	6-oz. cans	6-oz. cans	46- oz. cans	46- oz. cans	6-oz. cans	No. 2 cans	No. 2 cans
United States.....	22.0	23.3	24.7	25.6	10.8	9.6	13.4	14.7	3.8	7.3	9.2	4.5	4.5	4.5	5.76	5.52
Geographic region:																
Northeast.....	26.0	29.0	29.7	31.8	12.5	12.8	13.2	15.6	3.4	4.3	5.3	3.3	3.3	5.0	6.00	5.52
North Central.....	20.7	22.4	23.7	25.0	11.8	7.6	12.6	14.5	3.6	8.3	10.9	4.5	5.1	4.4	6.00	5.76
South.....	20.1	19.2	20.9	20.7	8.8	6.9	10.7	10.7	6.0	4.3	6.8	5.1	4.8	3.7	6.96	4.56
Mountain-Southwest.....	17.3	16.4	19.6	17.9	5.9	4.5	13.4	14.7	3.4	9.4	9.8	4.6	4.0	4.1	5.04	4.08
Pacific.....	17.9	19.4	20.1	21.3	4.2	4.8	18.6	15.6	3.4	9.6	10.5	5.6	4.6	4.6	4.56	5.04
Size of community:																
Farm.....	17.5	18.1	19.2	20.3	4.4	4.5	13.9	14.9	4.1	11.1	15.4	4.6	4.8	5.0	5.76	6.48
City (population):																
Under 10,000.....	17.3	20.1	19.2	21.5	9.9	7.3	11.1	12.8	4.7	8.3	11.7	5.0	4.4	4.3	5.76	5.76
10,000-99,999.....	21.3	20.5	22.8	22.2	5.6	8.4	13.7	14.1	2.8	6.2	7.5	4.6	6.2	4.2	5.76	5.28
100,000-499,999.....	19.6	22.0	22.6	24.7	11.0	6.8	12.2	13.9	5.1	6.6	6.6	5.2	5.1	4.7	5.28	5.04
500,000 and over.....	24.1	27.1	27.7	29.9	12.0	11.2	13.9	16.0	3.0	5.8	5.8	3.5	2.9	4.4	5.52	5.28
Family income:																
Upper.....	27.9	28.2	30.9	30.5	11.7	8.8	14.9	16.4	3.6	7.7	12.4	4.7	4.9	5.0	6.24	5.76
Upper middle.....	23.0	23.0	26.5	25.8	10.4	10.9	14.7	15.1	4.1	8.7	7.3	4.4	4.1	5.3	5.52	4.80
Lower middle.....	21.1	22.0	23.5	24.5	10.3	11.1	11.9	14.1	4.1	9.4	9.2	5.3	4.6	3.9	6.24	5.52
Lower.....	14.3	17.3	16.4	18.8	11.0	7.8	12.6	11.5	3.4	4.7	7.7	3.7	4.5	3.7	5.28	5.52
Size of family:																
1 and 2 members.....	16.2	18.3	18.3	20.1	9.4	7.5	11.5	12.6	3.6	5.5	7.9	3.3	3.9	4.1	5.76	5.76
3 members.....	22.2	22.0	24.7	23.9	11.8	9.4	13.2	13.0	3.4	6.8	6.6	4.1	3.7	4.3	5.04	4.32
4 and 5 members.....	27.3	28.6	31.1	31.8	12.8	12.8	15.4	17.3	4.3	9.8	11.1	5.4	5.2	4.7	6.24	5.28
6 and over.....	30.7	32.2	34.8	35.8	8.7	10.2	18.3	19.8	4.9	9.2	13.9	6.6	5.7	6.1	4.32	6.24
Presence of children:																
No children.....	17.9	19.4	20.3	21.3	10.3	7.8	11.7	12.6	3.8	6.0	7.5	3.4	4.0	4.1	6.24	5.52
Under 6 years only.....	18.1	20.3	20.9	21.8	8.2	8.6	10.7	12.8	3.4	11.7	8.3	2.8	3.3	3.9	3.60	3.60
6-12 years only.....	23.9	25.2	26.2	27.7	11.2	13.0	13.9	13.7	4.3	6.8	10.5	5.3	5.1	5.5	6.48	6.96
13-17 years only.....	31.1	29.9	33.9	31.6	10.5	9.8	18.3	19.0	4.1	7.7	10.7	5.1	5.4	3.8	4.80	5.52
Multiple-age groups.....	28.2	30.3	32.0	34.1	13.0	13.8	16.2	18.1	4.1	9.6	11.3	6.4	5.4	5.4	4.56	4.80
Occupation of family head:																
Executive, professional...	27.7	27.5	30.9	30.1	11.4	8.6	14.3	15.6	3.8	8.1	7.9	4.7	4.3	4.6	6.00	5.52
Clerical, sales, service...	24.1	25.6	27.3	27.7	10.8	13.4	12.4	13.7	3.0	6.4	13.2	3.9	4.1	3.7	5.28	4.32
Craftsman, laborer.....	18.8	22.6	21.1	25.0	10.8	10.2	12.8	14.7	3.8	6.6	7.5	4.8	4.6	4.8	5.52	5.04
Farmer.....	17.9	17.3	21.5	20.9	2.8	3.9	18.6	19.0	6.2	11.9	18.6	4.6	5.8	5.9	6.24	8.88
Unclassified.....	17.5	16.9	19.8	18.6	10.0	6.1	13.0	12.2	4.1	6.6	8.1	3.5	4.1	3.9	6.24	6.00
Education of family head:																
Grammar school.....	18.6	20.1	20.3	21.5	12.1	7.4	11.9	12.6	3.8	8.1	10.0	4.7	4.4	3.9	6.48	6.24
Some high school.....	22.2	24.3	25.0	26.9	10.2	10.4	13.4	14.7	4.3	7.7	9.8	4.4	4.6	4.7	5.76	5.76
Some college.....	23.7	24.5	27.3	27.3	10.2	10.4	14.3	16.2	3.4	4.5	5.5	4.0	4.5	4.8	4.32	4.08
Age of housewife:																
Under 35 years.....	18.8	20.3	21.5	22.6	9.2	8.2	12.2	13.9	4.1	9.8	10.2	3.9	3.8	4.4	4.32	2.88
35-44 years.....	26.0	29.2	29.7	32.4	11.0	12.4	15.8	16.4	4.5	6.2	7.9	6.2	5.4	5.2	4.56	4.80
45 years and over.....	21.3	22.2	23.7	24.1	11.4	9.2	12.8	14.1	3.6	7.0	9.2	3.9	4.5	4.2	6.48	6.24
Work status of housewife:																
Employed.....	20.7	21.5	23.0	24.1	10.5	8.1	14.1	14.1	3.4	5.3	8.3	4.4	3.9	4.2	4.80	4.80
Unemployed.....	22.4	23.9	25.4	26.2	11.0	10.3	13.4	14.9	4.1	7.9	9.4	4.5	4.8	4.6	6.24	5.52

^{1/} Equivalent containers of specified size.

^{2/} 1958 data not available.

Table 4. CONCENTRATED AND CHILLED JUICES, DRINKS AND CANNED FRUIT: Average prices paid by household consumers, April-September 1958 and 1959

Place of residence or family characteristic	Frozen concentrated orange juice (6-oz. can)		Chilled orange juice (32 -oz. carton)		Concentrated ades					Single-strength orangeade (46-oz. can)		Pine-apple-grape-fruit drink (46-oz. can) 1/	Canned grapefruit sections (No. 2 cans)	
					Frozen lemonade (6-oz. can)		Frozen lime-ade (6-oz. can) 1/	Shelf-pack orangeade (6-oz. can)						
	1958	1959	1958	1959	1958	1959	1959	1958	1959	1958	1959	1959	1958	1959
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
United States.....	23.7	21.4	40.8	42.0	10.4	10.6	12.8	18.2	18.8	28.0	29.7	30.5	25.3	26.0
Geographic region:														
Northeast.....	23.8	21.4	41.2	42.4	10.6	11.0	13.5	17.1	17.0	28.4	31.2	30.5	23.7	24.5
North Central.....	23.7	21.3	40.4	41.7	10.4	10.7	12.9	18.6	18.7	28.0	29.2	30.5	25.0	25.7
South.....	23.5	21.2	38.0	39.0	11.4	11.3	11.9	17.1	20.5	28.6	29.8	32.6	26.4	26.0
Mountain-Southwest.....	25.1	22.4	37.2	38.3	11.0	10.9	14.2	17.0	18.0	28.2	30.8	32.1	25.9	27.8
Pacific.....	22.8	21.4	46.0	46.6	9.5	9.4	12.5	18.7	19.7	27.1	29.1	28.3	27.3	27.6
Size of community:														
Farm.....	23.9	21.7	38.3	38.4	11.1	11.1	13.6	19.4	18.9	28.5	30.0	31.0	26.6	27.5
City (population):														
Under 10,000.....	24.3	21.7	39.5	42.5	11.1	11.1	13.2	17.8	19.3	28.2	30.6	31.4	26.0	26.1
10,000-99,999.....	23.9	21.7	42.5	42.9	10.5	10.5	13.8	18.1	19.0	28.0	29.4	30.3	24.8	26.1
100,000-499,999.....	23.8	21.5	39.5	40.0	10.6	10.6	12.2	18.4	18.5	27.5	29.1	30.9	25.6	25.0
500,000 and over.....	23.4	21.2	41.4	42.3	9.9	10.3	12.7	16.8	17.3	28.1	29.4	29.4	24.6	25.9
Family income:														
Upper.....	23.9	21.4	41.0	41.8	10.4	10.6	13.2	19.0	19.2	28.1	29.8	30.2	25.7	25.9
Upper middle.....	23.3	21.4	39.8	41.8	10.4	10.4	12.7	17.8	18.5	28.0	29.5	30.4	24.8	26.7
Lower middle.....	24.0	21.3	40.1	42.9	10.4	10.6	12.3	18.1	18.6	27.7	29.6	30.8	25.3	25.9
Lower.....	23.5	21.8	42.2	41.4	10.2	10.6	12.5	17.6	18.6	28.4	30.0	30.8	25.0	25.4
Size of family:														
1 and 2 members.....	24.2	21.8	41.6	42.5	10.4	10.6	13.9	17.9	18.7	27.9	29.3	30.8	25.8	26.4
3 members.....	23.7	21.5	40.8	42.9	10.3	10.8	12.3	18.5	18.7	27.9	29.6	30.6	25.2	24.6
4 and 5 members.....	23.6	21.2	40.7	42.0	10.4	10.5	12.7	18.5	18.6	28.2	30.2	30.3	24.5	25.5
6 and over.....	23.2	21.3	38.2	39.4	10.3	10.5	12.1	17.8	19.3	28.0	29.2	30.0	25.8	26.9
Presence of children:														
No children.....	24.2	21.8	41.6	42.5	10.5	10.7	13.4	17.9	18.7	27.9	29.4	30.8	25.6	26.2
Under 6 years only.....	23.7	21.2	41.0	42.5	9.8	10.6	11.8	17.8	18.6	27.9	29.9	30.0	25.3	26.4
6-12 years only.....	23.1	21.3	39.5	40.5	10.4	10.3	12.6	17.1	18.6	28.1	29.2	30.8	24.5	25.2
13-17 years only.....	23.9	21.6	39.6	42.3	10.5	10.7	12.9	17.7	18.6	27.3	29.4	30.4	24.0	25.5
Multiple-age groups.....	23.4	21.1	40.5	41.6	10.4	10.4	12.7	18.7	19.0	28.2	30.2	30.0	24.9	25.7
Occupation of family head:														
Executive, professional..	23.9	21.5	40.6	42.1	10.4	10.6	13.2	18.0	19.0	28.1	30.9	30.5	25.0	25.8
Clerical, sales, service..	23.8	21.5	41.0	42.8	10.2	10.5	13.0	17.1	18.8	27.7	28.5	30.4	25.6	27.0
Craftsman, laborer.....	23.4	21.2	40.4	41.7	10.4	10.5	12.4	17.8	18.5	27.8	29.6	30.5	24.8	25.8
Farmer.....	23.5	21.9	44.4	46.8	10.8	11.1	12.6	19.8	19.3	28.2	29.7	30.2	26.7	26.8
Unclassified.....	24.2	21.7	41.8	40.7	10.3	10.2	13.1	17.7	18.4	28.8	29.7	30.5	25.5	25.5
Education of family head:														
Grammar school.....	23.7	21.7	40.3	41.6	10.5	10.7	12.7	17.5	18.3	28.3	30.4	30.8	25.1	25.7
Some high school.....	23.8	21.4	41.1	42.3	10.4	10.6	12.6	18.2	19.1	28.0	29.4	30.5	25.2	25.9
Some college.....	23.5	21.4	40.6	41.8	10.3	10.4	13.4	21.1	18.6	27.3	28.9	30.0	25.6	26.4
Age of housewife:														
Under 35 years.....	23.4	21.1	39.9	40.8	10.3	10.5	12.1	18.2	18.5	28.2	29.9	30.5	24.8	26.4
35-44 years.....	23.5	21.4	41.1	42.9	10.4	10.5	12.7	18.3	18.6	27.9	29.7	30.1	24.7	25.4
45 years and over.....	24.0	21.6	41.0	42.0	10.4	10.6	13.4	18.1	19.1	28.0	29.6	30.7	25.5	26.1
Work status of housewife:														
Employed.....	23.9	21.5	40.7	42.2	10.5	10.7	13.4	17.6	19.4	27.8	29.5	30.7	25.4	25.8
Unemployed.....	23.6	21.4	40.8	42.0	10.3	10.5	12.6	18.3	18.7	28.1	29.8	30.4	25.2	26.0

1/ 1958 data not available.

Table 5. CONCENTRATED AND CHILLED JUICES, DRINKS, AND CANNED FRUIT: Purchases per 1,000 persons,
April-September 1958 and 1959 ^{1/}

Place of residence or family characteristic	Frozen concentrated juices				Chilled orange juice		Concentrated ades					Single- strength orangeade		Pine- apple- grape- fruit drink 2/	Canned grapefruit sections	
	Orange		All				Frozen lemonade	Frozen lime- ade 2/	Shelf-pack orangeade							
	1958	1959	1958	1959	1958	1959	1958	1959	1959	1958	1959	1958	1959	1959	1958	1959
	Gals.	Gals.	Gals.	Gals.	Gals.	Gals.	Gals.	Gals.	Gals.	Gals.	Gals.	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/
United States.....	137	160	169	188	72	67	66	73	2	5	5	21	19	38	12	10
Geographic region:																
Northeast.....	213	249	264	293	150	160	82	96	2	2	3	10	10	53	17	13
North Central.....	134	158	168	189	64	36	66	84	2	9	9	29	29	41	13	12
South.....	71	85	82	94	34	32	24	22	2	1	1	20	18	18	5	3
Mountain-Southwest.....	103	103	130	125	18	14	66	64	2	7	7	23	16	30	5	4
Pacific.....	131	155	161	179	30	37	128	107	2	9	10	28	24	51	15	15
Size of community:																
Farm.....	48	54	57	64	11	6	24	29	1	7	8	22	20	24	6	5
City (population):																
Under 10,000.....	94	113	114	130	43	24	44	44	2	8	9	25	22	29	9	8
10,000-99,999.....	129	150	159	170	42	61	74	75	1	4	4	26	32	39	12	10
100,000-499,999.....	143	169	177	203	58	38	76	85	3	4	3	27	24	46	11	10
500,000 and over.....	204	236	253	276	140	142	91	102	2	3	3	12	10	46	16	13
Family income:																
Upper.....	207	231	247	267	83	84	90	96	3	5	7	20	19	46	15	12
Upper middle.....	136	158	174	187	61	72	70	79	2	5	4	18	16	44	9	7
Lower middle.....	116	137	144	163	74	61	56	66	2	6	5	25	19	30	9	8
Lower.....	83	106	104	124	71	50	47	46	1	5	5	20	24	32	14	11
Size of family:																
1 and 2 members.....	172	222	210	257	112	98	87	103	2	8	8	21	25	64	26	24
3 members.....	158	170	195	203	81	72	79	79	2	4	5	19	17	43	11	8
4 and 5 members.....	151	166	188	194	79	72	71	73	2	5	5	24	21	30	8	5
6 and over.....	67	84	82	98	17	27	31	37	1	4	3	18	12	22	2	3
Presence of children:																
No children.....	169	204	207	239	104	89	80	92	2	6	6	20	22	57	24	20
Under 6 years only.....	129	144	161	168	62	66	57	61	2	3	4	14	15	32	4	4
6-12 years only.....	138	151	173	176	72	62	63	68	3	3	6	24	19	44	10	8
13-17 years only.....	172	191	203	218	58	75	98	102	2	6	7	22	27	29	9	9
Multiple-age groups.....	103	121	128	143	50	48	51	53	1	5	4	23	16	26	3	3
Occupation of family head:																
Executive, professional...	248	273	300	314	97	84	104	114	4	5	4	17	14	48	15	14
Clerical, sales, service...	208	226	259	260	94	132	85	79	2	3	4	16	14	40	14	9
Craftsman, laborer.....	100	122	123	144	71	63	55	62	1	4	4	23	21	34	8	6
Farmer.....	49	51	64	65	5	5	37	40	1	8	11	22	20	30	6	5
Unclassified.....	128	156	160	184	77	49	64	70	2	9	8	20	25	47	24	20
Education of family head:																
Grammar school.....	79	98	96	112	59	38	39	42	1	6	5	24	21	28	10	8
Some high school.....	152	176	187	208	78	79	74	80	2	5	6	20	20	42	13	10
Some college.....	224	243	280	286	88	98	108	116	3	3	3	16	15	51	11	10
Age of housewife:																
Under 35 years.....	105	124	134	150	59	51	56	60	2	4	5	16	15	30	4	2
35-44 years.....	134	156	169	184	53	62	70	70	3	3	3	27	19	34	6	6
45 years and over.....	160	186	192	215	93	82	71	83	2	6	7	20	22	47	21	17
Work status of housewife:																
Employed.....	154	177	189	212	85	80	83	86	2	4	5	20	20	46	12	11
Unemployed.....	132	155	164	180	69	64	62	69	2	5	5	21	19	36	11	9

^{1/} These figures represent the average volume of purchases per 1,000 persons, based upon all families, including those not making purchases during the 6-month period.

^{2/} 1958 data not available.

^{3/} Equivalent cases of 24 No. 2 cans...432 ozs. per case for orangeade and pineapple-grapefruit drink; 480 oz. per case for canned grapefruit sections.

Table 6. CANNED SINGLE-STRENGTH JUICES: Percentage of families buying, April-September 1958 and 1959

Place of residence or family characteristic	Canned juices												Total 2/
	Orange		Grapefruit		Lemon		Prune		Tomato		Pine- apple 1/	Miscel- laneous 2/	
	1958	1959	1958	1959	1958	1959	1958	1959	1958	1959	1959	1959	
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	
United States.....	28.8	20.2	19.7	20.0	12.8	13.0	16.6	16.5	42.1	42.1	29.3	42.6	80.8
Geographic region:													
Northeast.....	28.0	18.6	21.0	23.2	15.8	17.0	26.2	24.8	46.1	46.7	37.0	56.0	89.5
North Central.....	27.7	18.5	17.1	16.7	13.7	15.6	11.7	12.9	42.4	41.4	23.0	36.8	77.9
South.....	34.4	27.0	19.0	19.8	7.1	6.0	13.1	12.6	30.5	30.8	25.1	30.6	70.6
Mountain-Southwest.....	28.5	19.2	21.5	19.4	9.4	9.2	14.7	13.3	46.1	43.1	31.3	36.3	77.7
Pacific.....	24.0	16.7	23.5	20.9	16.4	12.6	15.9	15.1	49.6	52.4	32.3	51.5	87.7
Size of community:													
Farm.....	34.1	22.5	15.8	15.6	7.0	6.8	9.6	7.6	26.5	24.3	20.9	21.8	61.1
City (population):													
Under 10,000.....	32.0	25.3	18.6	17.9	10.7	10.0	12.4	13.4	38.5	35.8	23.8	32.4	75.1
10,000-99,999.....	27.5	20.0	19.3	20.0	12.0	11.7	16.7	14.9	42.4	44.3	26.1	39.7	81.7
100,000-499,999.....	26.5	18.1	19.8	19.3	14.6	13.4	16.3	15.4	44.0	44.5	29.9	43.8	81.8
500,000 and over.....	25.7	17.4	22.8	23.3	16.8	17.5	23.8	23.0	52.0	50.1	36.8	56.9	90.2
Family income:													
Upper.....	27.6	18.2	21.8	21.1	16.0	15.9	18.9	20.2	52.7	52.7	34.7	52.5	87.4
Upper middle.....	29.9	20.5	19.0	17.9	10.8	13.4	16.5	15.7	43.4	46.4	29.7	44.7	83.0
Lower middle.....	28.3	19.2	17.6	19.6	12.3	11.6	18.1	17.6	40.0	39.5	27.9	40.7	77.8
Lower.....	29.4	22.4	20.2	21.1	12.0	11.4	13.1	12.9	32.6	31.6	25.6	33.6	75.6
Size of family:													
1 and 2 members.....	26.9	19.1	21.7	23.4	13.1	13.3	15.9	18.3	39.0	40.7	28.9	42.9	81.7
3 members.....	29.1	19.8	17.6	18.4	14.1	12.6	18.2	17.5	40.2	42.0	27.6	46.0	81.5
4 and 5 members.....	28.7	21.2	18.9	16.3	12.1	14.7	17.7	14.5	47.7	45.2	32.3	43.6	81.8
6 and over.....	34.5	22.3	18.7	18.1	11.4	8.7	13.6	12.0	41.4	40.9	27.4	32.4	73.3
Presence of children:													
No children.....	26.8	19.1	21.7	22.9	13.5	13.8	17.0	18.9	39.8	40.8	29.4	43.0	81.3
Under 6 years only.....	38.8	29.2	16.0	18.0	10.8	10.6	20.8	15.0	44.8	48.9	31.4	50.9	92.4
6-12 years only.....	26.5	17.6	17.0	12.6	11.9	10.3	14.6	14.9	42.2	40.3	27.3	42.4	73.4
13-17 years only.....	28.7	22.8	18.8	21.7	14.5	14.5	16.6	14.4	44.0	43.8	28.7	44.6	80.3
Multiple-age groups.....	31.0	18.6	18.2	16.2	11.7	12.6	15.4	13.0	45.4	42.3	29.3	37.0	77.2
Occupation of family head:													
Executive, professional..	29.2	15.5	22.6	21.1	13.7	16.2	20.2	20.6	53.8	53.3	32.2	54.8	89.6
Clerical, sales, service..	24.8	17.8	21.5	19.4	14.7	15.6	19.5	17.4	50.7	47.6	28.4	46.6	84.1
Craftsman, laborer.....	29.7	21.6	18.0	18.0	13.1	11.6	17.1	16.2	42.4	40.0	28.9	39.7	78.5
Farmer.....	29.6	21.1	16.0	15.3	6.4	6.8	8.4	6.8	24.7	23.7	18.2	21.2	56.6
Unclassified.....	28.5	23.2	21.9	26.1	13.7	14.0	14.5	16.5	33.6	39.9	33.0	43.1	85.4
Education of family head:													
Grammar school.....	29.0	21.9	20.9	20.6	10.5	10.0	14.7	13.8	34.6	34.2	26.7	33.5	73.3
Some high school.....	29.1	20.2	18.3	19.3	13.8	14.4	18.2	18.3	44.2	44.3	29.9	44.8	83.9
Some college.....	27.6	17.0	20.4	20.4	15.6	15.3	17.0	17.4	54.0	52.2	32.8	54.4	87.7
Age of housewife:													
Under 35 years.....	31.7	24.4	14.4	16.5	10.6	10.9	15.5	12.8	45.0	42.5	27.6	43.6	82.7
35-44 years.....	28.8	16.8	17.6	17.2	12.0	12.8	19.0	16.5	45.8	44.3	30.3	40.8	78.3
45 years and over.....	27.9	19.6	22.3	22.6	13.8	14.0	16.0	18.1	39.7	41.1	29.7	42.8	80.9
Work status of housewife:													
Employed.....	27.7	20.3	20.1	21.4	11.8	13.4	18.3	19.5	44.2	43.6	28.2	45.3	83.0
Unemployed.....	29.2	20.1	19.6	19.4	13.1	12.8	16.0	15.4	41.5	41.6	29.7	41.6	79.9

1/ 1958 data not available.

2/ Not comparable with 1958 data.

Table 7. CANNED SINGLE-STRENGTH JUICES: Average number of purchases per buying family, April-September 1958 and 1959

Place of residence or family characteristic	Canned juices												Total
	Orange		Grapefruit		Lemon		Prune		Tomato		Pine- apple 1/	Miscel- laneous: 2/	
	1958	1959	1958	1959	1958	1959	1958	1959	1958	1959	1959	1959	1959
	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.
United States.....	4.2	3.3	3.4	3.1	2.1	2.4	4.9	4.4	4.0	3.7	3.0	4.0	7.9
Geographic region:													
Northeast.....	3.9	3.2	3.4	3.1	2.1	2.6	5.8	5.0	4.9	4.6	3.6	4.6	10.0
North Central.....	4.1	2.9	3.1	3.1	1.8	2.1	4.1	3.5	3.5	3.2	2.4	3.5	6.4
South.....	4.8	4.1	4.1	3.4	2.2	2.5	4.7	4.6	3.9	3.4	3.2	3.6	7.8
Mountain-Southwest.....	4.2	3.7	3.1	3.1	2.1	2.3	4.1	4.9	3.4	3.4	2.7	3.9	7.6
Pacific.....	3.0	2.4	3.0	2.3	2.3	2.6	3.6	4.2	3.4	3.1	2.4	4.1	7.2
Size of community:													
Farm.....	4.1	3.6	3.4	3.0	1.9	1.8	3.4	4.0	3.2	3.5	2.9	3.9	6.6
City (population):													
Under 10,000.....	4.8	3.6	3.6	3.6	1.6	2.1	4.7	4.9	3.4	3.1	2.9	3.3	7.1
10,000-99,999.....	3.4	2.8	3.3	3.0	2.1	2.3	4.0	4.2	4.0	3.5	3.1	3.6	7.1
100,000-499,999.....	4.8	3.2	3.0	3.0	1.7	2.2	4.9	4.2	3.5	3.2	2.9	3.5	7.3
500,000 and over.....	3.9	3.2	3.5	2.9	2.3	2.8	5.2	4.4	4.5	4.3	3.1	4.6	9.6
Family income:													
Upper.....	3.7	3.1	3.2	2.9	2.1	2.7	4.9	4.2	4.4	4.1	3.0	4.4	9.1
Upper middle.....	4.9	3.6	3.4	3.5	2.2	2.3	4.8	4.2	4.0	3.5	3.0	4.0	8.0
Lower middle.....	3.5	2.9	3.3	3.0	1.9	2.2	4.9	4.3	3.9	3.6	3.4	4.0	7.9
Lower.....	4.5	3.6	3.8	2.9	2.2	2.5	5.3	5.0	3.6	3.3	2.5	3.2	6.8
Size of family:													
1 and 2 members.....	3.6	3.0	3.6	3.1	2.0	2.4	4.9	4.3	3.8	3.5	2.8	4.0	7.7
3 members.....	4.3	3.3	3.2	2.9	2.3	3.0	5.5	5.4	4.0	3.7	3.0	3.8	8.2
4 and 5 members.....	4.6	3.7	3.1	2.7	2.1	2.2	4.6	3.9	4.3	3.8	3.0	4.1	8.1
6 and over.....	5.3	3.8	3.6	4.0	1.7	2.1	4.1	3.9	4.3	4.1	3.6	4.0	8.4
Presence of children:													
No children.....	3.7	3.2	3.6	3.1	2.1	2.6	5.2	4.7	3.9	3.7	2.8	4.1	8.2
Under 6 years only.....	4.8	3.7	3.0	2.5	1.6	1.5	2.5	2.5	3.3	3.0	2.8	3.6	6.7
6-12 years only.....	4.3	3.5	3.0	3.7	2.0	2.4	5.4	4.4	4.0	3.4	3.0	3.8	7.9
13-17 years only.....	3.9	3.2	3.5	3.1	2.8	3.2	7.2	6.3	4.9	4.2	3.0	3.6	8.8
Multiple-age groups.....	4.9	3.6	3.2	3.0	1.9	2.0	3.9	3.3	4.2	3.8	3.4	4.1	7.7
Occupation of family head:													
Executive, professional..	3.6	3.8	3.3	3.3	2.0	2.5	4.1	3.7	4.7	4.1	3.0	4.7	9.1
Clerical, sales, service..	4.1	2.8	3.1	2.8	2.3	2.5	4.7	4.2	3.5	3.7	3.6	4.0	8.1
Craftsman, laborer.....	4.4	3.2	3.3	2.9	1.9	2.4	5.4	4.9	3.8	3.5	3.0	3.7	7.7
Farmer.....	3.5	3.2	2.9	2.9	2.4	2.1	4.7	4.0	3.1	3.2	3.0	3.7	6.4
Unclassified.....	4.8	3.5	4.2	3.3	2.2	2.6	4.7	4.6	3.9	3.5	2.7	3.5	7.7
Education of family head:													
Grammar school.....	4.3	3.8	3.9	3.3	1.9	2.6	5.7	4.9	4.1	3.7	2.9	3.9	7.9
Some high school.....	4.3	3.0	3.0	2.9	2.3	2.5	4.7	4.5	3.8	3.7	3.1	3.8	7.9
Some college.....	3.5	3.1	3.4	2.9	1.8	2.1	4.0	3.5	3.9	3.5	2.8	4.4	8.1
Age of housewife:													
Under 35 years.....	4.9	3.2	3.1	2.5	1.5	1.8	2.8	2.8	3.2	3.0	3.1	3.5	6.5
35-44 years.....	3.8	3.5	2.7	2.7	2.0	2.6	4.7	4.0	4.0	3.7	3.0	4.2	8.1
45 years and over.....	4.0	3.3	3.8	3.3	2.3	2.6	5.9	5.0	4.3	4.0	2.9	4.1	8.5
Work status of housewife:													
Employed.....	4.3	3.0	3.2	3.0	2.4	2.7	4.4	3.9	3.8	3.5	3.1	3.9	7.9
Unemployed.....	4.1	3.5	3.5	3.1	2.0	2.4	5.1	4.6	4.0	3.7	2.9	4.0	8.0

1/ 1958 data not available.

2/ Not comparable with 1958 data.

Table 8. CANNED SINGLE-STRENGTH JUICES: Average volume of purchases per buying family, April-September 1958 and 1959 ^{1/}

Place of residence or family characteristic	Canned juices												
	Orange		Grapefruit		Lemon		Prune		Tomato		Pine- apple 2/	Miscel- laneous 3/	Total 3/
	1958	1959	1958	1959	1958	1959	1958	1959	1958	1959	1959	1959	1959
	46- ounce cans	46- ounce cans	46- ounce cans	46- ounce cans	5½-6 ounce cans	5½-6 ounce cans	Quart bot- tles	Quart bot- tles	46- ounce cans	46- ounce cans	46- ounce cans	46- ounce cans	46- ounce cans
United States.....	5.3	3.7	4.5	4.4	6.3	7.1	6.2	5.4	4.8	5.1	3.9	3.7	8.8
Geographic region:													
Northeast.....	5.6	3.9	4.5	4.3	7.1	8.6	7.4	5.9	5.4	5.7	4.5	4.1	10.7
North Central.....	5.2	2.9	4.0	5.1	6.3	7.1	4.6	3.8	4.4	4.7	3.1	3.3	7.4
South.....	6.0	4.6	5.6	4.7	5.5	7.1	5.9	5.4	4.3	4.3	3.9	2.9	8.4
Mountain-Southwest.....	4.9	3.7	4.0	4.1	4.7	4.7	5.9	7.3	3.9	4.5	3.8	3.4	8.5
Pacific.....	3.0	2.4	3.9	2.9	5.5	6.3	4.6	5.1	5.3	5.2	3.4	4.1	8.6
Size of community:													
Farm.....	5.4	3.6	4.4	4.1	5.5	4.7	4.3	4.7	4.2	5.3	4.1	3.4	7.5
City (population):													
Under 10,000.....	6.0	4.2	4.7	5.0	4.7	6.3	5.7	5.8	3.9	4.4	3.8	3.2	8.1
10,000-99,999.....	4.2	2.9	5.0	4.8	5.5	7.1	4.9	4.9	5.2	5.3	3.9	3.4	8.4
100,000-499,999.....	5.9	3.6	3.9	4.1	4.7	6.3	6.9	5.8	4.1	4.6	3.7	3.2	8.2
500,000 and over.....	4.9	3.6	4.4	4.1	7.9	8.6	6.3	5.3	5.2	5.4	3.9	4.2	10.1
Family income:													
Upper.....	5.4	3.4	4.4	4.4	6.3	7.9	6.2	5.8	5.4	5.6	4.0	4.3	10.5
Upper middle.....	6.0	4.0	4.6	4.9	7.1	7.1	6.6	5.1	4.7	5.0	3.9	3.9	9.1
Lower middle.....	4.1	3.0	4.5	4.6	5.5	6.3	5.9	4.9	4.8	4.9	4.1	3.6	8.6
Lower.....	5.4	4.0	4.5	3.9	6.3	7.1	6.5	5.7	4.1	4.3	3.3	2.8	7.2
Size of family:													
1 and 2 members.....	4.1	2.9	4.5	4.4	5.5	7.1	6.3	5.1	4.4	4.5	3.7	3.5	8.3
3 members.....	5.1	3.4	4.6	4.1	7.1	9.4	6.6	6.2	4.6	4.9	3.7	3.5	8.5
4 and 5 members.....	5.6	4.0	3.9	3.7	6.3	7.1	6.1	5.3	5.1	5.3	3.8	3.9	9.0
6 and over.....	8.4	5.6	5.4	6.1	5.5	6.3	5.1	4.9	6.2	6.8	5.4	4.5	11.6
Presence of children:													
No children.....	4.4	3.3	4.8	4.4	6.3	7.1	7.2	5.9	4.6	4.9	3.7	3.7	8.9
Under 6 years only.....	4.4	2.9	3.7	3.0	3.9	3.9	3.0	2.7	3.7	3.7	3.2	3.2	6.7
6-12 years only.....	5.6	5.4	4.3	5.9	6.3	7.9	6.5	4.9	4.7	5.0	4.3	3.4	9.4
13-17 years only.....	5.4	3.7	4.2	4.3	9.4	11.8	8.5	7.7	5.8	6.0	3.5	3.5	9.9
Multiple-age groups.....	7.1	4.5	4.1	4.3	6.3	6.3	4.6	3.8	5.4	5.6	4.5	4.2	9.4
Occupation of family head:													
Executive, professional...	4.4	3.6	4.1	4.9	5.5	7.1	5.0	4.2	5.4	5.4	3.9	4.6	10.0
Clerical, sales, service..	5.4	2.9	4.3	3.9	7.1	7.9	6.2	5.1	3.9	4.7	4.6	3.5	8.5
Craftsman, laborer.....	5.4	3.9	4.3	4.1	5.5	7.1	6.3	5.7	4.7	5.0	3.7	3.5	8.5
Farmer.....	4.9	3.5	3.8	3.9	6.3	5.5	6.8	5.1	4.1	5.4	3.9	3.1	7.5
Unclassified.....	5.8	3.8	5.6	4.8	7.1	7.9	7.0	6.6	4.9	4.9	3.7	3.2	8.8
Education of family head:													
Grammar school.....	5.6	4.8	5.2	4.8	5.5	7.9	7.4	6.3	5.1	5.2	3.8	3.6	9.1
Some high school.....	5.5	3.0	3.9	4.1	7.1	7.9	5.9	5.3	4.6	5.1	3.9	3.5	8.5
Some college.....	3.9	2.6	4.3	4.0	4.7	6.3	4.7	4.0	4.6	4.8	3.9	4.2	9.1
Age of housewife:													
Under 35 years.....	5.1	2.7	3.9	3.3	3.9	4.7	3.1	3.0	3.6	3.8	3.8	3.1	6.7
35-44 years.....	5.8	4.8	3.6	3.8	6.3	7.9	5.8	4.7	5.3	5.4	4.1	4.1	9.5
45 years and over.....	5.1	3.8	5.1	4.9	7.1	7.9	8.0	6.3	5.2	5.4	3.8	3.8	9.6
Work status of housewife:													
Employed.....	5.5	3.7	4.1	4.1	7.1	7.9	5.5	4.6	4.7	4.9	4.1	3.5	8.7
Unemployed.....	5.2	3.7	4.6	4.5	6.3	7.1	6.5	5.8	4.8	5.1	3.8	3.8	8.9

^{1/} Equivalent containers of specified size.^{2/} 1958 data not available.^{3/} Not comparable with 1958 data.

Table 9. CANNED SINGLE-STRENGTH JUICES: Average prices paid by household consumers, April-September 1958 and 1959

Place of residence or family characteristic	Canned juices											
	Orange (46-oz. can)		Grapefruit (46-oz. can)		Lemon (5½-6-oz. container)		Prune (32-oz. bottle)		Tomato (46-oz. can)		Pine- apple (46-oz. can) 1/	Miscel- laneous (46-oz. can) 2/
	1958	1959	1958	1959	1958	1959	1958	1959	1958	1959	1959	1959
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
United States.....	34.9	44.8	31.7	30.3	10.4	10.5	34.0	43.5	28.7	26.3	32.1	38.3
Geographic region:												
Northeast.....	33.9	42.0	31.3	28.9	10.1	10.6	31.5	41.2	30.1	28.5	31.0	37.0
North Central.....	35.3	45.9	31.7	29.4	11.0	11.1	36.6	45.3	29.4	27.0	34.3	38.2
South.....	33.5	44.7	30.7	30.2	10.0	11.0	34.9	44.1	31.1	28.5	33.6	37.2
Mountain-Southwest.....	36.9	45.4	32.2	32.1	12.3	13.8	37.3	46.3	30.1	27.3	34.3	41.1
Pacific.....	39.5	49.2	33.5	33.4	9.8	9.5	34.6	44.0	24.3	21.6	28.2	39.6
Size of community:												
Farm.....	34.8	46.4	32.4	31.1	10.7	12.5	36.4	44.7	30.5	27.4	34.5	39.2
City (population):												
Under 10,000.....	35.6	45.3	31.4	30.9	11.0	10.9	35.4	44.6	30.2	27.7	34.0	38.6
10,000-99,999.....	34.6	46.3	32.0	30.0	10.7	10.3	35.2	44.7	28.4	26.0	31.9	38.7
100,000-499,999.....	34.5	42.9	31.4	30.4	10.7	12.1	34.4	44.7	28.5	26.1	31.6	38.7
500,000 and over.....	34.3	43.6	31.7	29.5	9.9	9.8	32.0	41.5	27.6	25.5	30.3	37.6
Family income:												
Upper.....	34.8	46.4	31.7	30.6	10.4	10.5	33.9	43.6	28.6	26.2	32.5	38.4
Upper middle.....	34.4	46.1	31.9	29.3	10.0	10.5	33.8	42.9	28.7	26.5	31.6	38.1
Lower middle.....	35.6	45.8	31.7	30.7	10.8	10.6	34.1	43.4	28.8	26.5	31.7	38.4
Lower.....	34.8	41.9	31.6	30.5	10.3	10.7	34.1	44.0	28.7	26.1	32.2	38.1
Size of family:												
1 and 2 members.....	35.9	45.6	32.1	30.5	10.4	10.4	34.5	44.3	28.2	25.4	32.2	39.3
3 members.....	35.7	44.1	31.8	29.5	9.9	10.4	34.5	42.9	28.5	27.0	32.1	38.4
4 and 5 members.....	34.6	46.5	31.5	30.1	10.5	10.9	33.1	42.4	29.0	26.8	32.0	37.9
6 and over.....	33.5	41.1	31.0	30.5	10.7	10.1	33.0	44.4	28.8	26.4	31.8	36.8
Presence of children:												
No children.....	35.7	45.7	31.9	30.5	10.1	10.2	34.6	44.1	28.5	26.0	32.3	38.9
Under 6 years only.....	35.4	46.1	32.1	29.3	11.9	10.3	33.3	42.8	28.1	26.7	31.8	37.1
6-12 years only.....	35.5	47.5	30.3	30.5	10.1	14.9	33.9	41.8	29.1	26.5	32.0	38.1
13-17 years only.....	33.5	44.6	32.9	30.6	11.2	12.0	33.4	43.1	28.6	26.3	32.2	40.0
Multiple-age groups.....	34.1	41.9	31.3	29.9	10.5	10.4	32.9	42.2	28.9	26.6	31.7	37.2
Occupation of family head:												
Executive, professional..	34.8	47.7	32.0	30.0	10.6	10.1	33.0	42.7	28.2	26.4	31.5	38.0
Clerical, sales, service..	34.4	45.7	32.6	29.9	11.1	10.8	33.9	43.6	28.6	25.6	30.8	38.4
Craftsman, laborer.....	34.7	43.6	31.8	30.9	10.0	10.4	33.8	43.3	29.1	26.6	31.9	38.3
Farmer.....	35.1	45.7	32.3	31.3	11.8	12.4	36.0	44.6	29.2	27.0	35.4	38.7
Unclassified.....	35.3	45.1	30.6	29.7	9.7	10.5	34.7	44.4	27.9	25.8	32.5	38.6
Education of family head:												
Grammar school.....	34.8	43.7	31.4	30.7	10.7	10.8	34.0	43.7	29.3	27.0	33.1	39.4
Some high school.....	34.7	45.7	32.0	29.6	10.0	10.5	34.0	43.4	28.6	26.3	32.0	37.9
Some college.....	35.5	47.0	32.0	30.8	10.5	10.3	33.8	43.2	28.1	25.7	30.9	37.9
Age of housewife:												
Under 35 years.....	34.5	45.4	31.6	29.9	10.3	10.1	33.5	42.8	28.4	26.8	31.6	37.5
35-44 years.....	34.2	43.7	31.7	30.0	10.5	10.9	33.2	42.2	29.0	26.2	31.8	37.6
45 years and over.....	35.4	45.2	31.7	30.5	10.4	10.6	34.4	44.0	28.6	26.2	32.4	39.0
Work status of housewife:												
Employed.....	34.4	44.2	32.4	30.8	10.2	10.5	33.7	42.7	28.5	26.3	31.5	38.6
Unemployed.....	35.0	45.1	31.5	30.1	10.5	10.6	34.1	43.8	28.7	26.3	32.2	38.2

1/ 1958 data not available.

2/ Not comparable with 1958 data.

Table 10. CANNED SINGLE-STRENGTH JUICES: Purchases per 1,000 persons, April-September 1958 and 1959 1/

Place of residence or family characteristic	Canned juices												
	Orange		Grapefruit		Lemon		Prune		Tomato		Pine- apple 2/	Miscel- laneous 3/	Total 3/
	1958	1959	1958	1959	1958	1959	1958	1959	1958	1959	1959	1959	1959
	Cases 4/	Cases 4/	Cases 4/	Cases 4/	Cases 4/	Cases 4/	Cases 4/	Cases 4/	Cases 4/	Cases 4/	Cases 4/	Cases 4/	Cases 4/
United States.....	49	24	29	28	3	4	23	20	65	69	36	51	231
Geographic region:													
Northeast.....	52	24	32	33	4	6	44	34	84	89	55	76	316
North Central.....	47	18	23	28	3	4	12	11	62	65	24	40	191
South.....	57	35	30	26	1	1	15	13	37	38	27	25	166
Mountain-Southwest.....	46	24	28	27	2	2	20	22	59	65	39	41	219
Pacific.....	26	15	33	22	4	4	18	20	96	100	40	78	278
Size of community:													
Farm.....	50	22	19	18	1	1	8	7	30	35	23	20	126
City (population):													
Under 10,000.....	62	35	28	29	2	2	16	17	49	51	29	33	196
10,000-99,999.....	39	20	32	32	3	3	19	17	73	79	35	46	231
100,000-499,999.....	52	22	25	26	3	3	26	21	61	68	37	46	223
500,000 and over.....	42	21	34	32	5	6	35	28	90	91	47	80	305
Family income:													
Upper.....	44	18	28	28	4	5	24	24	85	89	42	68	274
Upper middle.....	52	24	26	26	3	3	22	16	60	68	34	50	221
Lower middle.....	37	18	25	28	2	3	23	19	60	61	36	46	211
Lower.....	64	36	36	32	4	4	23	20	53	54	33	37	216
Size of family:													
1 and 2 members.....	65	33	57	61	5	6	42	38	101	108	62	88	398
3 members.....	53	24	29	27	4	5	30	27	66	73	36	57	249
4 and 5 members.....	39	21	18	14	2	3	18	13	58	57	29	41	178
6 and over.....	44	19	15	17	1	1	7	6	38	42	22	22	129
Presence of children:													
No children.....	60	32	53	52	5	6	43	40	93	102	56	82	370
Under 6 years only.....	48	25	17	16	1	1	12	8	47	53	29	47	180
6-12 years only.....	42	27	20	21	2	3	18	14	56	56	32	40	192
13-17 years only.....	46	24	24	28	5	6	29	23	76	78	30	46	234
Multiple-age groups.....	41	16	14	13	2	2	9	6	46	45	25	29	136
Occupation of family head:													
Executive, professional..	42	18	30	33	3	4	23	19	94	92	40	81	288
Clerical, sales, service..	48	18	33	26	5	5	30	22	72	80	46	58	256
Craftsman, laborer.....	47	24	23	22	3	3	22	19	58	58	31	40	196
Farmer.....	39	20	16	16	1	1	11	6	28	34	19	18	115
Unclassified.....	77	40	57	58	5	6	32	35	76	89	55	64	348
Education of family head:													
Grammar school.....	52	33	34	32	2	3	24	20	55	56	32	38	214
Some high school.....	52	20	23	26	4	4	24	22	65	72	37	49	230
Some college.....	36	15	30	28	3	4	19	17	85	85	43	79	270
Age of housewife:													
Under 35 years.....	42	18	15	15	1	2	9	7	42	43	28	37	151
35-44 years.....	42	19	16	16	2	3	19	13	60	58	30	40	180
45 years and over.....	58	30	46	46	5	6	36	33	83	92	46	66	319
Work status of housewife:													
Employed.....	59	28	32	34	4	5	27	24	79	80	44	60	274
Unemployed.....	46	23	28	27	3	3	22	19	61	65	34	48	219

1/ These figures represent the average volume of purchases per 1,000 persons, based upon all families, including those not making purchases during the 6-month period.

2/ 1958 data not available.

3/ Not comparable with 1958 data.

4/ Equivalent cases of 24 No. 2 cans...432 ounces per case.

Table 11. FRESH CITRUS FRUIT: Percentage of families buying, April-September 1958 and 1959

Place of residence or family characteristic	Oranges						Grapefruit						Lemons		Limes
	Florida		California- Arizona		All 1/		Florida		California- Arizona		All 1/				2/
	1958	1959	1958	1959	1958	1959	1958	1959	1958	1959	1958	1959	1958	1959	1959
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
United States.....	15.8	14.7	38.8	44.8	51.9	55.4	15.4	21.7	11.0	9.4	31.7	36.1	52.5	49.9	3.1
Geographic region:															
Northeast.....	28.0	25.5	47.4	58.3	61.3	66.4	28.5	36.4	9.6	7.5	38.1	44.6	53.7	54.1	2.8
North Central.....	13.4	11.4	46.4	53.6	55.3	61.2	13.9	21.7	8.7	7.8	30.1	36.3	47.6	46.6	4.3
South.....	17.6	18.1	12.5	14.7	35.0	34.5	11.8	17.5	2.6	2.3	18.9	27.4	59.3	55.5	2.0
Mountain-Southwest.....	4.2	3.6	35.9	35.7	47.1	48.3	4.7	6.8	12.6	6.6	31.4	25.7	57.1	45.9	4.0
Pacific.....	1.8	.6	48.2	51.8	55.2	57.8	5.8	6.7	34.1	32.6	42.2	40.4	47.1	41.2	1.8
Size of community:															
Farm.....	8.9	8.8	27.6	28.9	39.9	40.0	7.9	13.4	6.8	5.4	21.9	26.1	52.1	44.5	1.0
City (population):															
Under 10,000.....	11.9	10.8	31.4	34.1	45.6	45.9	11.2	15.3	6.9	5.8	27.5	28.2	51.5	50.7	1.5
10,000-99,999.....	16.0	13.4	41.3	42.3	53.3	53.7	14.4	20.8	9.5	8.4	31.1	35.1	50.0	44.1	2.9
100,000-499,999.....	19.5	15.8	35.4	43.0	52.1	55.1	18.0	22.4	12.1	9.4	32.7	37.8	52.7	50.5	3.4
500,000 and over.....	20.0	19.1	51.6	59.3	62.5	67.8	21.7	28.5	16.6	13.3	39.9	44.1	54.6	53.4	4.8
Family income:															
Upper.....	17.1	16.3	46.4	50.9	60.0	62.4	19.8	26.8	13.0	10.8	37.0	42.6	57.0	57.1	5.3
Upper middle.....	16.7	14.3	39.5	46.6	52.5	57.0	12.8	19.5	11.1	9.2	30.3	33.5	53.3	50.6	3.6
Lower middle.....	16.1	13.9	36.7	45.4	51.4	55.5	15.5	20.5	9.1	8.8	29.4	34.0	50.1	48.2	2.4
Lower.....	13.4	14.3	32.7	37.2	43.9	47.7	13.7	20.0	10.8	8.7	30.0	34.6	49.5	44.3	1.4
Size of family:															
1 and 2 members.....	13.5	14.2	37.1	44.4	47.9	53.2	18.4	25.8	14.8	11.9	37.0	41.9	54.0	51.6	3.9
3 members.....	16.1	13.5	37.7	43.8	52.0	55.6	13.4	20.1	9.7	7.4	31.1	33.6	51.5	46.7	3.0
4 and 5 members.....	19.7	16.1	44.0	47.8	58.1	58.9	15.5	19.7	9.1	8.4	29.2	33.4	52.0	51.1	2.6
6 and over.....	13.1	15.7	33.0	41.3	48.9	55.7	9.3	13.3	6.0	5.3	22.0	25.2	50.4	46.4	1.4
Presence of children:															
No children.....	14.5	14.9	37.8	44.0	49.5	53.1	18.8	25.9	13.7	11.4	36.6	41.2	55.8	52.2	3.9
Under 6 years only.....	15.2	12.7	34.4	41.5	48.0	54.9	9.6	13.0	8.8	4.9	23.6	26.0	43.2	40.7	2.4
6-12 years only.....	15.9	12.2	37.8	47.3	55.1	57.1	8.9	17.4	7.8	9.7	26.2	31.5	49.5	46.0	2.0
13-17 years only.....	16.9	15.1	40.8	48.3	52.5	60.2	15.5	23.1	9.7	8.2	29.2	36.8	52.0	52.8	2.2
Multiple-age groups.....	18.0	15.8	41.5	45.5	56.2	58.3	13.0	16.5	8.1	6.8	27.4	30.2	49.8	48.8	2.4
Occupation of family head:															
Executive, professional..	18.3	16.6	47.4	54.1	59.4	66.0	21.5	28.6	14.9	12.7	39.9	49.0	58.8	59.9	5.9
Clerical, sales, service..	13.6	16.6	40.8	46.2	53.3	55.3	19.5	22.7	12.3	9.8	38.8	37.6	54.8	47.7	4.1
Craftsman, laborer.....	17.1	14.2	38.0	42.8	52.9	53.7	13.0	17.8	8.5	7.0	26.9	29.0	48.4	45.6	2.3
Farmer.....	8.9	6.7	28.9	27.5	40.7	36.9	5.4	14.0	8.1	4.0	21.0	22.6	51.4	40.9	1.2
Unclassified.....	15.9	16.2	36.1	46.4	47.2	56.6	18.6	26.2	14.2	13.6	36.8	44.5	55.0	54.9	2.2
Education of family head:															
Grammar school.....	13.8	14.5	33.1	37.9	46.3	47.5	12.0	18.9	7.4	7.2	25.4	30.9	50.2	46.9	1.4
Some high school.....	16.4	14.3	40.5	46.8	53.7	57.9	15.7	21.1	11.8	9.8	32.6	35.7	52.4	49.8	3.3
Some college.....	18.9	16.1	47.3	52.9	59.9	64.5	22.5	28.2	17.5	12.4	43.6	46.9	57.7	55.5	5.8
Age of housewife:															
Under 35 years.....	15.5	12.3	34.3	39.6	49.6	52.2	8.7	13.8	9.9	6.6	25.1	26.0	40.2	40.9	2.8
35-44 years.....	18.0	14.0	44.6	47.5	58.3	57.5	13.4	18.8	9.4	8.3	27.7	32.6	52.0	47.4	3.6
45 years and over.....	15.0	16.0	37.9	46.0	50.0	55.9	18.4	26.3	12.1	11.0	35.5	42.0	56.7	54.8	3.1
Work status of housewife:															
Employed.....	16.0	13.0	39.6	43.9	52.6	53.8	17.4	21.2	12.2	9.7	34.3	37.1	50.7	48.3	3.8
Unemployed.....	15.7	15.3	38.5	45.1	51.6	56.0	14.8	21.8	10.6	9.2	30.8	35.8	53.1	50.5	2.9

1/ Includes purchases of Texas and unidentified fruit.

2/ 1958 data not available.

Table 12. FRESH CITRUS FRUIT: Average number of purchases per buying family, April-September 1958 and 1959

Place of residence or family characteristic	Oranges						Grapefruit						Lemons		Limes
	Florida		California- Arizona		All 1/		Florida		California- Arizona		All 1/				2/
	1958	1959	1958	1959	1958	1959	1958	1959	1958	1959	1958	1959	1958	1959	1959
	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.
United States.....	3.8	3.5	4.8	5.2	5.7	6.1	3.7	3.9	3.0	2.9	4.3	4.4	4.8	4.7	1.6
Geographic region:															
Northeast.....	4.3	3.8	5.4	6.0	6.9	7.5	4.2	4.5	2.6	2.3	4.8	5.0	4.6	4.6	1.9
North Central.....	2.7	2.6	4.7	4.8	5.2	5.4	3.0	3.3	2.0	2.5	3.9	4.3	3.6	3.7	1.2
South.....	3.8	3.5	3.4	3.9	4.6	4.9	3.1	3.9	2.8	1.9	3.6	3.9	6.8	6.5	1.7
Mountain-Southwest.....	2.0	2.2	4.3	4.4	4.8	5.0	2.9	2.7	2.0	2.9	3.5	3.9	4.8	4.9	1.9
Pacific.....	2.4	3/	4.4	5.1	4.8	5.5	2.0	2.8	4.2	3.8	4.8	4.5	3.5	3.3	2.0
Size of community:															
Farm.....	3.4	2.0	3.3	4.6	4.0	4.7	3.0	3.3	2.0	2.3	3.6	3.9	5.0	5.3	1.4
City (population):															
Under 10,000.....	2.7	2.7	4.1	4.6	4.5	5.0	2.1	2.8	2.2	2.8	3.2	4.0	5.1	4.8	1.2
10,000-99,999.....	2.7	2.6	4.4	4.8	4.9	5.2	3.1	3.5	3.5	2.7	3.8	4.0	4.1	4.2	1.6
100,000-499,999.....	3.1	4.0	4.5	4.9	5.2	5.9	3.4	4.3	2.3	2.4	4.2	4.4	5.1	4.9	1.6
500,000 and over.....	4.7	3.9	5.4	5.9	6.9	7.2	4.3	4.4	3.3	3.5	4.9	5.0	4.8	4.8	1.8
Family income:															
Upper.....	4.9	3.7	5.4	5.4	6.5	6.3	4.2	4.1	3.0	3.2	4.8	4.8	4.9	4.7	1.5
Upper middle.....	3.3	4.0	4.9	5.3	5.7	6.3	3.2	3.8	2.7	2.4	3.7	4.1	5.0	4.8	1.5
Lower middle.....	3.7	3.6	4.7	5.1	5.5	6.0	3.5	3.8	3.5	2.8	4.3	4.1	4.8	4.9	2.4
Lower.....	3.4	2.6	4.3	5.1	5.2	5.7	3.6	4.0	2.8	3.3	4.2	4.6	4.6	4.6	1.3
Size of family:															
1 and 2 members.....	4.6	3.6	5.4	5.6	6.3	6.4	4.1	4.6	3.5	3.5	5.1	5.3	4.5	4.6	1.7
3 members.....	2.8	3.3	4.7	5.3	5.1	6.0	3.2	3.4	2.2	2.4	3.4	3.9	4.2	4.5	1.5
4 and 5 members.....	3.7	3.2	4.6	5.1	5.9	6.0	3.1	3.1	2.3	1.9	3.5	3.3	5.2	4.7	1.7
6 and over.....	4.7	4.2	4.2	4.6	5.3	5.7	3.2	3.6	2.4	3.2	3.2	3.8	6.5	6.2	1.2
Presence of children:															
No children.....	4.5	3.5	5.4	5.7	6.3	6.5	4.2	4.6	3.3	3.4	5.1	5.3	4.7	4.7	1.6
Under 6 years only.....	2.5	3.1	3.4	3.3	4.3	4.3	2.4	2.0	1.6	1.9	2.4	2.3	4.2	3.7	1.8
6-12 years only.....	2.3	3.3	4.5	4.9	4.7	5.6	2.8	2.8	2.5	1.7	2.9	3.1	4.1	4.1	1.6
13-17 years only.....	4.2	3.4	5.3	6.3	6.6	6.9	3.1	3.7	3.4	2.3	4.2	4.3	5.3	5.1	1.6
Multiple-age groups.....	3.8	3.7	4.3	5.0	5.5	5.9	2.6	2.6	2.1	2.3	3.0	3.0	5.7	5.4	1.7
Occupation of family head:															
Executive, professional....	4.6	3.6	5.1	5.5	6.5	6.4	4.2	3.7	3.0	3.0	4.9	4.5	4.8	4.4	1.6
Clerical, sales, service...	4.4	4.3	5.2	6.0	6.0	7.1	4.2	4.0	3.1	3.6	4.5	4.8	4.1	4.1	1.5
Craftsman, laborer.....	3.1	3.4	4.4	4.7	5.1	5.7	2.8	3.5	2.7	2.2	3.5	3.8	5.0	4.9	1.8
Farmer.....	4.3	3.0	4.4	5.6	4.8	5.5	2.6	3.3	2.1	2.6	3.2	4.1	4.5	5.1	1.5
Unclassified.....	4.2	2.9	5.3	5.5	6.5	6.1	3.9	4.9	3.6	3.5	4.9	5.4	5.3	5.1	1.4
Education of family head:															
Grammar school.....	3.6	3.2	4.3	4.8	5.2	5.8	3.8	4.1	3.4	3.3	4.4	4.7	5.0	5.0	2.2
Some high school.....	3.5	3.5	5.0	5.4	5.7	6.1	3.2	3.7	2.7	2.8	3.9	4.0	4.8	4.8	1.5
Some college.....	4.6	3.8	4.9	5.4	6.3	6.3	4.0	4.1	2.8	2.9	4.7	4.7	4.6	4.3	1.6
Age of housewife:															
Under 35 years.....	2.6	2.5	3.6	3.6	4.1	4.3	2.3	2.4	1.5	1.8	2.2	2.6	4.2	3.7	1.5
35-44 years.....	4.0	3.7	4.8	5.3	5.8	6.3	3.3	3.0	2.5	2.3	3.5	3.4	5.1	4.9	1.6
45 years and over.....	4.3	3.7	5.4	5.9	6.4	6.7	4.2	4.5	3.7	3.4	5.2	5.2	5.0	5.0	1.7
Work status of housewife:															
Employed.....	3.8	3.2	5.2	5.4	5.9	6.0	3.9	3.7	3.1	3.0	4.6	4.2	4.8	4.3	1.5
Unemployed.....	3.8	3.5	4.7	5.2	5.6	6.1	3.5	4.0	2.9	2.9	4.2	4.5	4.8	4.9	1.7

1/ Includes purchases of Texas and unidentified fruit.

2/ 1958 data not available.

3/ Too few purchases reported for analysis.

Table 13. FRESH CITRUS FRUIT: Average volume of purchases per buying family, April-September 1958 and 1959

Place of residence or family characteristic	Oranges						Grapefruit						Lemons		Limes
	Florida		California- Arizona		All 1/		Florida		California- Arizona		All 1/				2/
	1958	1959	1958	1959	1958	1959	1958	1959	1958	1959	1958	1959	1958	1959	1959
	Dozs.	Dozs.	Dozs.	Dozs.	Dozs.	Dozs.	Dozs.	Dozs.	Dozs.	Dozs.	Dozs.	Dozs.	Dozs.	Dozs.	Dozs.
United States.....	3.68	3.51	3.98	5.01	4.89	5.86	1.16	1.51	1.18	1.24	1.48	1.71	2.96	3.02	0.85
Geographic region:															
Northeast.....	4.19	3.76	4.42	5.53	5.94	6.95	1.24	1.62	.73	.79	1.37	1.73	2.42	2.64	.84
North Central.....	2.74	2.95	4.16	4.88	4.79	5.57	1.06	1.40	.66	.87	1.46	1.75	2.21	2.32	.63
South.....	3.63	3.66	2.59	3.51	3.99	4.65	1.10	1.69	.65	.51	1.19	1.56	5.09	5.00	1.05
Mountain-Southwest.....	1.68	2.25	3.01	3.59	3.65	4.37	.97	.84	.87	1.08	1.26	1.42	2.67	2.75	1.48
Pacific.....	1.76	3/	3.79	5.56	4.26	6.05	.59	.71	1.97	1.83	2.08	1.95	1.85	1.69	.62
Size of community:															
Farm.....	4.22	2.27	3.08	5.18	3.99	5.15	.88	1.31	.83	1.20	1.37	1.68	3.49	3.93	1.28
City (population):															
Under 10,000.....	2.72	2.90	3.47	4.31	3.90	4.87	1.01	1.34	1.01	1.38	1.33	1.76	3.30	3.28	.66
10,000-99,999.....	2.59	2.82	3.88	5.09	4.34	5.61	1.00	1.44	1.25	1.10	1.30	1.62	2.62	2.68	.73
100,000-499,999.....	2.61	3.99	3.62	4.37	4.29	5.49	1.12	1.63	.96	1.00	1.45	1.66	3.33	3.24	1.24
500,000 and over.....	4.67	3.89	4.30	5.49	5.83	6.71	1.24	1.56	1.25	1.34	1.55	1.76	2.48	2.58	.72
Family income:															
Upper.....	4.54	4.12	4.75	5.54	5.80	6.50	1.31	1.60	1.13	1.26	1.57	1.85	3.10	2.86	.74
Upper middle.....	3.46	4.00	3.95	5.05	4.83	6.13	1.04	1.47	1.16	1.11	1.37	1.63	3.12	3.17	.78
Lower middle.....	3.33	3.59	3.75	4.78	4.62	5.60	1.12	1.44	1.45	1.25	1.54	1.63	2.90	3.19	1.30
Lower.....	3.42	2.40	3.45	4.58	4.32	5.14	1.11	1.49	1.07	1.31	1.44	1.71	2.78	2.88	.70
Size of family:															
1 and 2 members.....	3.82	3.20	3.87	4.54	4.70	5.29	1.20	1.66	1.33	1.47	1.70	1.98	2.46	2.58	.88
3 members.....	2.60	3.49	4.06	5.26	4.41	5.92	1.09	1.36	.86	.93	1.16	1.50	2.62	2.91	.68
4 and 5 members.....	3.78	3.25	3.98	5.07	5.21	5.96	1.07	1.29	.95	.81	1.27	1.32	3.30	3.07	.96
6 and over.....	5.82	5.22	4.58	6.28	6.14	7.63	1.09	1.53	1.10	1.55	1.32	1.73	4.83	4.96	.88
Presence of children:															
No children.....	3.88	3.30	4.14	4.96	4.95	5.73	1.31	1.74	1.28	1.43	1.71	2.03	2.67	2.79	.85
Under 6 years old.....	2.29	2.84	2.73	2.98	3.48	4.00	.89	.73	.63	.73	.87	.78	2.41	2.26	.66
6-12 years only.....	2.44	4.11	3.57	4.71	3.97	5.53	.87	1.11	.97	.67	.99	1.23	2.57	2.57	1.04
13-17 years only.....	4.20	3.47	4.55	5.85	5.83	6.57	.96	1.49	1.50	1.01	1.53	1.74	3.63	3.42	.85
Multiple-age groups.....	4.24	4.06	4.16	5.72	5.50	6.78	.86	1.09	.92	1.06	1.14	1.26	3.90	3.87	.90
Occupation of family head:															
Executive, professional..	4.22	3.60	4.54	5.46	5.83	6.25	1.28	1.40	1.05	1.18	1.52	1.63	2.61	2.45	.65
Clerical, sales, service..	4.22	3.79	3.57	5.22	4.52	6.41	1.39	1.53	1.19	1.34	1.62	1.86	2.23	2.47	.73
Craftsman, laborer.....	2.97	3.64	3.59	4.45	4.30	5.49	.91	1.32	1.05	.96	1.22	1.44	3.27	3.35	1.04
Farmer.....	5.90	3.31	4.32	7.08	5.00	6.70	.79	1.34	.93	1.49	1.37	1.80	3.33	3.79	1.28
Unclassified.....	3.77	2.95	4.38	4.96	5.50	5.59	1.25	1.99	1.59	1.56	1.82	2.16	3.07	3.09	1.08
Education of family head:															
Grammar school.....	3.66	3.36	3.56	4.62	4.48	5.67	1.26	1.66	1.29	1.30	1.51	1.88	3.24	3.42	1.29
Some high school.....	3.26	3.50	4.17	5.08	4.88	5.79	1.07	1.41	1.12	1.21	1.42	1.60	2.94	3.01	.85
Some college.....	4.42	3.77	4.09	5.39	5.47	6.29	1.14	1.49	1.11	1.22	1.49	1.71	2.51	2.40	.66
Age of housewife:															
Under 35 years.....	2.43	2.36	2.96	3.65	3.55	4.27	.74	.91	.59	.69	.78	.94	2.51	2.42	.69
35-44 years.....	4.34	3.98	4.29	5.55	5.48	6.69	1.07	1.19	1.01	.93	1.23	1.35	3.20	3.22	.79
45 years and over.....	3.91	3.73	4.27	5.31	5.21	6.18	1.31	1.74	1.44	1.47	1.79	2.04	3.07	3.14	.95
Work status of housewife:															
Employed.....	3.56	3.25	4.32	4.93	5.03	5.61	1.23	1.38	1.08	1.19	1.47	1.59	2.95	2.73	.72
Unemployed.....	3.72	3.59	3.86	5.04	4.85	5.95	1.12	1.55	1.22	1.25	1.48	1.76	2.97	3.12	.92

1/ Includes purchases of Texas and unidentified fruit.

2/ 1958 data not available.

3/ Too few purchases reported for analysis.

Table 14. FRESH CITRUS FRUIT: Average prices paid by household consumers, April-September 1958 and 1959

Place of residence or family characteristic	Oranges						Grapefruit						Lemons		Limes
	Florida		California- Arizona		All 1/		Florida		California- Arizona		All 1/				2/
	1958	1959	1958	1959	1958	1959	1958	1959	1958	1959	1958	1959	1958	1959	1959
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
United States.....	56.9	49.2	67.3	52.0	62.9	51.1	131.1	101.9	102.0	100.0	115.4	101.7	43.0	42.7	43.7
Geographic region:															
Northeast.....	61.8	53.8	71.9	57.1	68.0	56.3	141.2	107.5	144.6	120.3	141.7	109.4	49.9	49.1	58.6
North Central.....	58.3	50.0	65.1	50.1	63.2	50.0	123.8	100.4	125.9	112.2	116.8	101.1	49.8	47.9	47.8
South.....	47.1	43.2	63.9	54.3	50.7	47.3	106.2	82.0	161.2	125.7	114.5	87.9	37.3	37.0	37.6
Mountain-Southwest.....	50.8	44.3	77.8	60.7	67.1	56.2	150.6	149.2	109.9	117.4	115.4	116.5	43.8	42.6	32.0
Pacific.....	65.3	3/	60.8	45.1	59.1	44.9	152.6	153.3	90.2	92.8	94.5	97.8	44.9	46.7	61.0
Size of community:															
Farm.....	43.7	41.0	61.3	47.6	55.1	47.1	128.3	99.3	116.0	91.1	114.0	96.2	40.5	40.3	24.4
City (population):															
Under 10,000.....	49.1	43.0	69.8	53.4	63.3	51.1	115.6	94.6	125.3	122.1	115.4	102.7	42.1	40.8	43.2
10,000-99,999.....	59.0	48.1	67.0	50.5	64.2	49.8	129.0	99.3	101.1	95.5	117.7	99.6	42.7	42.5	50.9
100,000-499,999.....	57.3	49.4	69.6	54.0	63.3	52.4	131.5	102.7	103.4	100.0	117.9	103.0	41.6	41.3	36.1
500,000 and over.....	62.0	53.9	66.6	52.2	64.1	52.0	137.9	106.7	94.3	95.6	113.8	103.0	48.2	48.2	53.7
Family income:															
Upper.....	59.7	48.5	69.3	52.4	65.6	51.4	135.8	105.8	104.5	104.7	123.2	105.5	43.4	43.6	46.7
Upper middle.....	58.8	50.0	66.5	53.0	63.2	51.8	124.8	98.0	97.2	93.4	106.6	97.6	42.7	42.3	42.3
Lower middle.....	57.2	49.2	65.9	50.9	61.2	50.7	132.1	98.4	109.6	107.5	118.3	100.5	42.1	42.1	40.8
Lower.....	50.0	49.4	66.0	51.0	59.7	50.0	127.8	103.3	96.4	93.0	111.4	101.5	43.9	42.7	44.3
Size of family:															
1 and 2 members.....	57.9	50.0	71.0	55.6	66.4	54.3	133.5	105.3	104.1	100.1	117.2	104.2	44.3	44.5	44.5
3 members.....	56.3	48.7	67.2	52.0	63.5	51.4	131.9	98.6	97.1	103.1	114.8	102.7	42.3	41.7	46.0
4 and 5 members.....	58.7	50.0	66.8	51.6	63.0	50.8	128.6	99.6	100.9	99.2	116.3	99.1	43.5	42.2	41.1
6 and over.....	51.0	47.3	60.7	46.3	55.9	46.3	125.3	95.9	99.6	97.3	105.3	94.0	41.0	41.2	43.7
Presence of children:															
No children.....	58.1	49.5	69.7	54.4	65.3	53.2	132.6	104.0	104.7	101.9	118.3	104.4	43.6	43.5	44.0
Under 6 years only.....	59.2	53.6	68.1	53.2	64.5	51.8	138.7	101.1	101.3	102.4	116.7	103.6	44.4	43.6	55.1
6-12 years only.....	54.8	49.4	69.3	51.6	64.0	50.4	121.2	102.8	103.2	98.7	113.3	101.2	43.2	43.2	46.4
13-17 years only.....	57.8	51.8	64.3	51.8	60.9	52.3	132.9	99.9	92.0	91.6	110.5	98.9	42.2	42.1	45.2
Multiple-age groups.....	55.1	47.2	64.3	48.9	60.0	48.2	125.6	94.4	99.3	97.0	109.7	93.9	42.2	41.4	38.7
Occupation of family head:															
Executive, professional..	60.8	51.4	66.7	52.0	63.3	51.8	140.3	104.4	106.5	100.7	125.2	104.8	44.5	44.7	54.6
Clerical, sales, service..	63.4	52.2	72.0	52.8	67.7	51.9	131.2	97.8	100.6	98.8	118.4	99.1	44.3	43.9	37.8
Craftsman, laborer.....	54.7	47.6	68.0	53.6	62.9	51.6	127.6	103.3	105.2	115.1	114.8	105.1	42.7	41.9	45.1
Farmer.....	43.6	44.1	60.9	46.5	55.8	46.7	111.3	105.7	108.8	91.3	102.1	97.5	40.8	41.3	23.8
Unclassified.....	58.3	49.0	66.3	50.7	62.6	50.3	126.5	98.9	93.3	87.5	108.1	97.0	43.6	42.8	35.8
Education of family head:															
Grammar school.....	51.7	47.4	66.0	51.5	60.4	50.5	127.5	99.9	99.6	94.4	115.1	99.0	42.6	41.9	34.4
Some high school.....	58.3	49.9	67.7	53.1	63.8	51.9	129.0	101.9	105.6	106.3	114.0	102.5	43.2	42.9	45.0
Some college.....	61.3	50.7	68.0	50.5	64.3	50.3	138.3	104.3	98.6	94.1	118.0	103.7	43.6	44.0	48.8
Age of housewife:															
Under 35 years.....	54.1	48.3	64.4	50.1	60.3	49.5	128.8	98.1	99.7	101.8	111.2	101.0	43.0	43.0	49.4
35-44 years.....	55.9	48.8	66.8	50.6	62.2	49.9	129.3	99.3	99.8	104.3	112.7	98.9	42.9	42.0	50.6
45 years and over.....	58.4	49.7	68.6	53.4	64.4	52.4	131.9	103.1	103.1	98.6	116.9	102.5	43.1	42.9	38.9
Work status of housewife:															
Employed.....	57.6	50.8	67.4	52.4	64.1	51.8	136.1	106.3	111.4	113.7	125.0	108.1	42.8	42.6	39.9
Unemployed.....	56.6	48.8	67.2	51.8	62.5	50.9	129.0	100.4	98.8	95.1	112.0	99.5	43.1	42.7	45.2

1/ Includes purchases of Texas and unidentified fruit.

2/ 1958 data not available.

3/ Too few purchases reported for analysis.

Table 15. FRESH CITRUS FRUIT: Purchases per 1,000 persons, April-September 1958 and 1959 ^{1/}

Place of residence or family characteristic	Oranges						Grapefruit						Lemons		Limes
	Florida		California- Arizona		All ^{2/}		Florida		California- Arizona		All ^{2/}				^{3/}
	1958	1959	1958	1959	1958	1959	1958	1959	1958	1959	1958	1959	1958	1959	1959
	Dozs.	Dozs.	Dozs.	Dozs.	Dozs.	Dozs.	Dozs.	Dozs.	Dozs.	Dozs.	Dozs.	Dozs.	Dozs.	Dozs.	Dozs.
United States.....	176	156	468	680	768	986	54	99	39	35	142	188	471	456	8
Geographic region:															
Northeast.....	365	297	651	996	1,132	1,426	110	182	22	18	162	238	404	441	7
North Central.....	115	105	603	816	827	1,063	46	95	18	21	141	198	328	338	8
South.....	167	175	84	136	364	426	34	79	4	3	58	113	787	736	6
Mountain-Southwest.....	22	26	336	401	534	659	14	18	34	22	123	114	475	393	19
Pacific.....	11	4 ^{4/}	628	990	809	1,203	12	16	232	205	302	271	300	240	4
Size of community:															
Farm.....	96	51	218	385	408	528	18	45	14	17	77	113	466	449	3
City (population):															
Under 10,000.....	38	95	329	447	537	660	30	62	21	24	111	151	513	506	3
10,000-99,999.....	131	120	507	684	731	957	46	95	38	29	128	181	414	376	7
100,000-499,999.....	158	197	398	588	695	946	63	115	36	30	147	196	546	513	13
500,000 and over.....	291	232	692	1,013	1,138	1,416	84	138	65	56	193	242	422	428	11
Family income:															
Upper.....	215	189	611	793	965	1,141	72	121	41	38	161	221	490	460	11
Upper middle.....	159	158	429	646	696	961	36	79	35	28	114	150	457	441	8
Lower middle.....	158	147	404	643	698	920	51	88	39	33	133	164	428	455	9
Lower.....	171	127	420	631	708	908	57	110	43	42	162	219	513	473	4
Size of family:															
1 and 2 members.....	284	250	790	1,112	1,237	1,553	122	236	108	97	345	459	731	735	19
3 members.....	140	157	510	768	764	1,096	49	91	28	23	120	168	450	452	7
4 and 5 members.....	169	119	398	552	688	800	38	58	20	16	84	100	390	357	6
6 and over.....	108	116	214	368	426	603	14	29	9	12	41	62	346	326	2
Presence of children:															
No children.....	268	237	746	1,050	1,168	1,464	117	218	83	78	298	402	709	700	16
Under 6 years only.....	93	99	252	338	448	601	23	26	15	10	55	55	278	252	4
6-12 years only.....	103	131	356	582	578	826	20	51	20	17	69	101	336	309	5
13-17 years only.....	197	144	515	779	849	1,093	41	95	40	23	124	177	524	499	5
Multiple-age groups.....	134	113	304	459	543	696	20	32	13	13	55	67	341	332	4
Occupation of family head:															
Executive, professional...	236	181	656	892	1,056	1,245	84	121	48	45	184	240	467	443	12
Clerical, sales, service...	193	210	491	804	811	1,183	91	116	49	44	211	233	411	394	10
Craftsman, laborer.....	139	142	374	521	623	807	32	64	24	18	90	115	433	419	6
Farmer.....	133	56	317	493	516	625	11	47	19	15	73	103	435	391	4
Unclassified.....	260	207	686	1,000	1,126	1,372	101	226	98	92	291	416	734	736	10
Education of family head:															
Grammar school.....	151	146	351	525	618	807	45	94	28	28	114	174	484	480	6
Some high school.....	160	150	507	714	785	1,006	50	89	40	36	139	172	462	450	8
Some college.....	267	193	618	908	1,046	1,290	82	133	62	48	207	254	463	425	12
Age of housewife:															
Under 35 years.....	94	74	253	371	439	572	16	32	14	12	49	63	251	253	5
35-44 years.....	182	127	447	597	746	874	34	51	22	18	80	100	388	347	6
45 years and over.....	225	231	620	942	998	1,335	92	176	67	62	244	330	668	665	11
Work status of housewife:															
Employed.....	204	150	612	770	946	1,073	76	104	47	41	180	210	534	469	10
Unemployed.....	168	158	427	654	719	960	48	98	37	33	131	182	453	453	8

^{1/} These figures represent the average volume of purchases per 1,000 persons, based upon all families, including those not making purchases during the 6-month period.

^{2/} Includes purchases of Texas and unidentified fruit.

^{3/} 1958 data not available.

^{4/} Too few purchases reported for analysis.

Table 16. Members per household, and proportion of U. S. households by family characteristics, April-September 1959 1/

Characteristics	Members per household	Proportion of households
	Number	Percent
Geographic region:		
Northeast.....	3.2	27.1
South.....	3.8	20.1
North Central.....	3.2	30.0
Mountain-Southwest.....	3.2	10.5
Pacific.....	2.9	12.3
Size of community:		
Farm.....	3.9	10.6
City (population):		
Under 10,000.....	3.3	20.6
10,000-99,999.....	3.1	16.4
100,000-499,999.....	3.2	18.8
500,000 and over.....	3.2	33.6
Family income:		
Upper.....	3.5	25.0
Upper middle.....	3.7	25.0
Lower middle.....	3.3	25.0
Lower.....	2.7	25.0
Size of family:		
1 and 2 members.....	1.8	40.4
3 members.....	3.0	19.3
4 and 5 members.....	4.4	28.8
6 and over.....	7.1	11.5
Presence of children:		
No children.....	2.1	48.7
Under 6 years only.....	3.7	14.0
6-12 years only.....	3.8	8.1
13-17 years only.....	3.6	7.5
Multiple-age groups.....	5.7	21.7
Occupation of family head:		
Executive, professional.....	3.3	20.2
Clerical, sales, service.....	3.0	16.0
Craftsman, laborer.....	3.6	38.5
Farmer.....	4.0	7.4
Unclassified.....	2.3	17.9
Education of family head:		
Grammar school.....	3.4	41.7
Some high school.....	3.3	41.6
Some college.....	3.1	16.7
Age of housewife:		
Under 35 years.....	3.9	29.8
35-44 years.....	4.3	22.6
45 years and over.....	2.6	47.6
Work status of housewife:		
Employed.....	2.8	33.9
Unemployed.....	3.5	66.1

1/ Estimated by the contractor from Bureau of the Census and other data.

Table 17. SUMMARY: Consumer purchases of selected fruits and juices, April-September 1959

Commodity	Unit	Purchases				Percentage change from April-September 1958 1/							
		: United : : States :	: North : : east :	: North : : Central :	: South : : west :	: Moun- : : tain- : : South- : : west :	: Pacific : : States :	: United : : States :	: North : : east :	: North : : Central :	: South : : west :	: Moun- : : tain- : : South- : : west :	
JUICES, ADES AND DRINKS:													
Concentrates:													
Frozen orange juice.....	1,000 gallons	27,163	11,684	7,618	3,383	1,768	2,710	18	19	21	20	*	20
All frozen juices.....	do.	31,832	13,729	9,066	3,768	2,139	3,130	12	13	15	14	-4	13
Frozen lemonade.....	do.	12,346	4,493	4,012	871	1,103	1,867	11	19	29	-7	-2	-15
Frozen limeade.....	do.	332											
Shelf-pack orangeade.....	do.	886	128	419	2/	121	179	6	21	-3	2/	*	16
Single-strength juices:													
Chilled orange juice.....	do.	11,422	7,497	1,726	1,306	248	645	-6	8	-42	-4	-19	27
Canned juices:													
Orange.....	1,000 cases	4,043	1,108	862	1,406	404	263	-50	-54	-61	-39	-49	-41
Grapefruit.....	do.	4,792	1,534	1,362	1,054	456	386	*	5	25	-11	-7	-33
Lemon.....	do.	630	267	213	57	30	63	24	36	32	6	*	6
Pineapple.....	do.	6,184	2,593	1,142	1,089	667	703	-24	-23	-6	-10	12	8
Prune.....	do.	3,380	1,567	545	541	386	341	-13	8	8	3	10	6
Tomato.....	do.	11,638	4,150	3,120	1,512	1,113	1,743	7	-9	-17	-6	-20	-18
Miscellaneous.....	do.	8,593	3,575	1,934	1,017	706	1,352	-13					
Total.....	do.	39,260	14,784	9,187	6,676	3,762	4,851	-15	*	2	-8	-30	-13
Orangeade.....	do.	3,268	476	1,383	717	278	414	-6					
Pineapple-grapefruit drink...	do.	6,537	2,461	1,954	716	524	882	16					
FRESH FRUIT:													
Oranges:													
California-Arizona.....	1,000 boxes	6,166	2,487	2,096	292	367	924	42	50	33	56	14	53
Florida.....	do.	1,614	845	306	430	27	2/	-12	-19	-8	4	12	2/
All 3/.....	do.	9,184	3,674	2,776	978	627	1,129	24	22	26	14	18	44
Grapefruit:													
California-Arizona.....	do.	963	132	159	2/	60	592	-2	-12	26	2/	-31	-1
Florida.....	do.	2,781	1,407	752	525	50	47	79	61	103	126	19	34
All 3/.....	do.	5,212	1,821	1,546	750	317	778	35	46	42	92	-8	-2
Lemons.....	do.	2,774	740	582	1,062	241	149	-2	11	5	-6	-18	-19
Limes.....	do.	1,371											
CANNED GRAPEFRUIT SECTIONS.....	1,000 Cases	1,641	628	565	121	67	260	-15	-18	-9	-40	-23	-1

1/ Lack of entry indicates April-September 1958 data not available. 2/ Too few purchases reported for analysis. 3/ Includes fruit from other areas. *Less than 0.5 percent change.

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